

Victoria Evans (PhD)
Curriculum Vitae

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PROFILE

I have been involved in Med Comms for over 18 years, the last 13 as a freelancer. Over that time, I have had quite a hybrid role straddling account management, strategy, and content development. My passion lies in working with clients and HCPs, and interdisciplinary teams to bring together a client's vision into a successful meeting or activity to further HCP or patient education. I love the buzz of a meeting, listening to the HCPs round the coffee machine during breaks, where often the most useful insights can be heard, and seeing all the hard work that is involved in planning a meeting come together to be a success. I can offer a wealth of experience in many different med comms meetings types, alongside scientific content creation. I am also fully Veeva Vault PromoMats trained. I have experience in several therapeutic areas, most recently oncology (bladder, prostate, ovarian and lung), dermatology, autoimmune disease, and rare disease, but I am not limited to these.

Experience, Expertise and Skills

Experience – In my role as a freelancer, I have been client facing and was fortunate enough to work on a major account on an oncology product that was deemed a blockbuster. I was responsible for working with the client to identify opportunities and suitable activities to further the HCPs knowledge on how the drug worked, the biomarkers involved, and the latest data. I saw the product through from Phase III clinical trials to pre-launch, launch and post launch activities. In this time, I was involved in projects ranging from identifying and working with key opinion leaders, planning, and developing symposia, advisory boards, standalone meetings, steering committees, workshops, webinars, webcasts and speaker tours, interactive educational programs, slide decks, training materials, e-learning among others for both the medical and commercial teams. It was a privilege to be involved with not only such a successful product and feel part of that journey but also to come to know the clients and experts in the field so well.

Expertise – I have worked on both medical and commercial activities and meetings from developing the initial proposals and agendas, to content development, discussion guides, liaising with HCPs, speaker briefing, designing and facilitating workshops both face to face and online, and producing newsletters and reports. Over my 18 years I have worked in many different therapeutic areas, but enjoy a challenge and learning about new diseases, often finding there are overlaps and previous experience serves as a good basis.

Skills – I can implement appropriate timelines and work to budgets and deadlines. I have experience of handling artwork, reviewing, proofing, and editing material for meetings and activities. I am accomplished at evaluating scientific literature and data to identify gaps in the data or education and acting on it accordingly and can offer experience in KOL mapping to a high standard. I am proficient in slide styling, formatting and ensuring that text and data are accurate. I have worked on written pieces ensuring grammar, spelling, translated or transcribed documents are factually correct and read well, and editing documents to a standard where they can be submitted to a client for review.

Therapeutic areas include (but not limited to):

Rheumatoid arthritis	Dermatology	Pain	Oncology
Gastrointestinal diseases	Overactive bladder	Neurology	Ophthalmology
Infant nutrition	Allergy	Rare lysosomal diseases	Wound care

Employment History

Oct 2010 – present **Freelance communications provider / account director**

Project includes

- Scientific conference reporting/competitor intelligence reports.
- Organising key opinion leaders' meetings, advisory boards, satellite symposia, investigator meetings, meet the expert, webcasts/filming, speaker tours, standalone meetings and more.
- Slide decks, case histories – interactive online versions and patient videos.
- Patient and physician questionnaires, interview guides, and information leaflets.
- On-line education modules, training decks.
- New business, KOL identification, KOL mapping, KOL management.
- Speaker training events, preceptorships.
- Experienced user of Veeva Vault PromoMats

Oct 2008-Oct 2010. **Strategic Consultants International, Quantum House, Maylands Avenue, Hemel Hempstead, HP2 7DE**

Senior Project Manager – To manage multiple projects within an agency environment for CME accredited education with key tasks including;

- Writing well-structured and referenced abstracts, backgrounders, text for invitations, adverts, copy for fliers, needs assessments and questionnaires
- Develop good quality slides and slide text with strategic direction
- Contribute to proposals and report manuscripts
- Client and faculty contact
- Scientific writing - interactive modules, summaries and slide decks

2003–2008. **ArjoHuntleigh, Product Support and Communications, 310-312 Dallow Road, Luton, LU1 1TD**

Research and Communications Associate (Wound Care, Pressure Area Care, NPWT) – Proven multi-disciplined skills in the production of communications to promote the company's products with tasks including:

- Writing/editing promotional reports for publication and internal use.
- Producing educational, training and presentation materials.
- Analysing/critique and summarising competitor information and published articles.
- Analysing internal databases and producing communications materials utilising the data.
- Writing reports/articles from clinical trials data collected (medical devices).
- Helping to identify suitable clinical trial sites.
- Running focus groups with key opinion leaders/medical staff.
- Audit data analysis/report writing and case mix adjustment

1998–1999 **Forensic Science Service, Sandbeck Way, Audby Lane, Wetherby, West Yorkshire, LS22 7DN.**

Assistant Forensic Scientist (C2) – Position involved the extraction and analysis of DNA material from scenes of crime and for paternity cases using advanced molecular biology techniques, including PCR, DNA quantification, gel running and computer-based analysis. Effective communication was essential with the police and colleagues and the presentation of the data for use in court.

1996–1997 **British Biotech (UK), Pharmaceutical Analysis, Watlington Rd, Oxford, OX4 6LY** **Industrial Placement Student** – Experience gained within the pharmaceutical analysis team, responsibilities including stability studies and analysis of the data, using a variety of techniques, including SDS Page gels, Western Blots, HPLC and many analytical techniques.

Education

1999-2003 **University of Nottingham, Cancer Research Laboratories.**
PhD Medicinal Chemistry.

- Thesis Title – *Design, Synthesis and Evaluation of Linkers for the Solid Phase Synthesis of Pyrrolo(2,1-c)(1,4) benzodiazepines.*
- Gained a broad understanding of the oncology field through the study of novel drug discovery based on a family of antitumour antibiotics that exert their biological activity through sequence selective covalent binding in the minor groove of DNA.

1994-1998 **Liverpool John Moores University**
BSc (Hons) Applied Biochemistry, Grade obtained 2:1.

- Topics studied: Clinical Biochemistry, Biochemistry, Molecular Biology and Medical Genetics.
- Dissertation on Bovine Spongiform Encephalopathy (BSE) and Creutzfeldt-Jakob disease (CJD).
- Completed a research project investigating the inhibitory effects of different garlic preparations on alcohol toxicity on liver cells.

1985-1992 **St. Aidan's Church of England High School, Harrogate, North Yorkshire.**

3 A-Levels (Biology, Chemistry, Geography), 9 GCSEs

Additional Skills

- Computer literate in word-processing, spreadsheets, presentation, Adobe Acrobat, Microsoft project manager, and use of Publisher.
- Office skills in proofreading and copy editing.
- Experience in the production and distribution of medical communications.
- Experience working with disabled teenagers through voluntary work.
- Experience and understanding of different cultures, having lived and worked in Israel and travelled through Central America.
- Voluntary work with children in the promotion of science and education.

Professional Memberships

- Professional indemnity insurance, public liability insurance and data and cyber security insurance
- Member of the European Medical Writers Association

Hobbies and Interests

I enjoy running, reading, music and researching my family history.

References available upon request