*Alison’s career in Pharma began in R&D at Glaxo Group Research. She went on to a range of UK and European sales and marketing roles over a 17 year span at Pfizer and latterly launched the Customer Experience team within the Established Commercial Business Unit. Alison broadened her outlook by joining London based creative strategic consultancy Loooped in 2016 working with pharma clients as well as private healthcare, third sector and health entrepreneurs.*