Florence became Entrepreneur in May 2008 with INNOTIO GmbH, an independent Healthcare Communication Agency specialized in designing scientific, brand and corporate communication solutions to meet evolving medical environments.

Her creative, innovative and analytical approach to solving business issues, combined with skills in quickly assessing opportunities and capitalizing on them has been recognized by many clients already.

In May 2010, Florence opened her second company, Publitio GmbH, which operates as an independent publisher’s representative for the Massachusetts Medical Society (MMS) & the New England Journal of Medicine (NEJM) and provides consultancy to Medical Associations and Non-Profit Organizations.

Prior to becoming an Entrepreneur, Florence worked for several years at Novartis Pharma AG as a Global Associate Director in Respiratory and a Global Marketing Planning Manager, developing & overseeing Launch Readiness Management. During her 10 years at Altana Pharma she had various responsibilities from launching a blockbuster and being the Director of the Global Professional Affairs Department.

Florence is keenly interested in the global issues currently affecting the Healthcare environment and how to ensure the integrity of Medical Education in the future.
Her ability to analyse communication needs with her teams and translate them into convincing messages for the Health Care Professionals has made her a trusted partner within the Medical Community.

In her spare time, Florence enjoys sailing, traveling and is planning the opening of her luxury small resort in Sri Lanka in the near future.