After starting his career at one of Europe’s first digital agencies, Duncan has worked in strategy and innovation for the last twenty years, with an exclusive focus on healthcare since 2008. He currently leads the innovation capability for inVentiv Health Communications Europe.

In his pre-healthcare years, Duncan helped to develop pioneering digital solutions for clients including British Airways, Vodafone, and 10 Downing St. He brings this wider experience to his current work.

As a partner to industry, Duncan has been an adviser to the UK Government’s Creative Skills Council, and a guest lecturer at the UK’s Centre of Excellence in Media Practice at Bournemouth University.

Duncan’s current focus is the exponential pace of change within our world; the impact of these changes on the global healthcare conversation; and the innovation imperatives these seismic shifts demand.