

An international consultant with 25 years of experience, Noël Theodosiou is Principal & CEO of Luminous, a management consulting firm with consultants in Boston, NYC, and London.

Luminous is focused on *empowering customer-driven growth* and dedicated to sectors with complex customer dynamics such as biopharmaceuticals, healthcare and technology.

Noël started her career in management consulting in London, UK where she worked with multinational companies to develop commercial strategies and capabilities. She subsequently took a senior role with the WPP group of companies - first in London, and then in New York.

Her experience spans both launch and in-line brands across rare, chronic and preventive diseases, medical technology and equipment, as well as emerging cell & gene therapies. As a thought leader, Noël has developed commercial frameworks and tools that balance patient impact and commercial outcomes.