



Elena Colombo

Degree

1990 – Doctor of Philosophy (110/110), University of Milan, Italy

Professional updating

2019 – LinkedIn Digital & Social Business Marketing

2018 – LinkedIn for Business – Strategy and Using

Learning & Training at Web Marketing Manager Srl, Milan

Social Media Marketing Communication Days, Italy

Learning & Training at Technology Hub Meeting, Milan

2017 – Google Analytics

Learning & Training for using and critical reading of Google web statistics

2012 – *Skills B2*

English language course, British Council, Milan

Fluent In English

Cover

I am dealing with the development and implementation of medical-scientific communication projects involving the various players in Healthcare: clinicians, scientific societies, associations, and life sciences providers.

Over the years, I have acquired multifaceted skills that are essential to manage the many aspects of medical-scientific communication and its players: from boards of clinicians and editors-in-chief, to production teams with their procedures and timelines, to pharma partners with sharing and visibility needs.

Today, I support scientific societies and publishers in the implementation of communication, editorial (editing, content curation) and promotion initiatives through social network platforms and beyond.

Job experiences

2019-2020 Springer Healthcare Italy

Springer Healthcare, BU of the Springer Nature publishing group, is focused on the development of innovative content and communication solutions including scientific communications, medical education (continuing medical education, CME), promotional marketing programs, information materials for clinicians and patients, independent medical information services.

Role – Business Development Manager/Account Manager

I managed a portfolio of international pharmaceutical companies to which propose medical-scientific communication solutions for their promotion and communication strategies. I worked closely with medical and marketing managers to find together the best editorial and promotional solutions for their business and corporate image when launching new products, or consolidating those already on the market.

In team with colleagues in editorial and production office, I have been able to offer customized content using innovative digital solutions to meet the specific needs and objectives that companies have submitted to me.

2019 – 2020 AdvicePharma Group

Role – Social Communication Manager

Since March 2019, I have been in charge of the social communication (LinkedIn, Twitter) and press office strategy of the AdvicePharma Group, a computer engineering company for medical science – at PoliHub-Innovation District and Startup Accelerator of the Politecnico of Milan – which deals with the development of innovative technologies applied to clinical research for hospital research institutes, pharmaceutical, biomedical and biotech companies.

2018 – 2019 IBSA Institut Biochimique SA (Switzerland)

Role – Account Manager/Project Manager

For IBSA, I designed and followed the implementation of an integrated communication plan for the Call for proposals *Caring innovation in rUTIs management: project grants*: created with the aim of promoting the research of new therapies, or clinical approaches, alternatives to the use of antibiotics in urinary tract infections.

The initiative at European level – very articulated in terms of communication and actions (for instance: implementation of a dedicated platform, management of scientific committee activities, profiling of clinicians target and their institutions, constantly updating of them through Twitter and newsletters campaign) – lasted over a year, during which the engagement of clinicians was consolidated and strengthened the product market-leading, as well as the corporate image.

Caring innovation in rUTIs management contest received 35 projects from 12 European countries.

2018 – 2020 SAGE Publications Ltd

Role – Contributor Account Manager/Project Manager

Together with SAGE Publications (the international publisher who acquired the portfolio of Wichtig Publishing journals) I work on editorial projects dedicated to clinical practice in Italy with pharmaceutical and life sciences companies and associated scientific societies (Special Issues and Guidelines Supplements, Abstract books with a focus on *Tumori Journal* of Fondazione IRCCS Istituto Nazionale dei Tumori, Milan and *Urology Journal*).

2004 – 2017 Wichtig Publishing

Scientific publisher, founded in 1977, concentrating on international peer-reviewed English language

journals in medicine and life science listed in major scientific databases and indices (PubMed/Medline, Web of Science, Scopus etc.).

Role – Business Development Manager/Account Manager

The following activities have been carried out for the *Tumori Journal* (Istituto dei Tumori, Milano), *Urology Journal*, *Giornale di Tecniche Nefrologiche e Dialitiche*, *Global and Regional Health Technology Assessment* and *Journal of Endometriosis and Pelvic Pain Disorders* in therapeutic areas such as oncology, urology, nephrology, HTA and gynaecology:

Strategic support to the Editor-in-Chief for the development of journal contents at national and international level and creation of expert networks, organization of board meetings, contact with new potential authors and board members.

Scouting and approaching new scientific societies for affiliation and consolidation of existing clients portfolios through the creation of special dedicated issues such as conference proceedings, abstract books and consensus articles.

Design and implementation of integrated communication plans for pharma related to the focus journals focusing mainly on:

Awareness: leading product visibility initiatives with the aim of highlighting the introduction of the drug / device within the therapeutic armamentarium (ADV and online, product newsletter).

Development of educational content: publication of scientific content relevant to therapies, or the use of devices, with the involvement of KOL on the board, patient associations, payers, regulatory bodies and other strategic stakeholders for the company: review, original articles and monographs (supplements, special issues).

Improvement and updating of the journals website content: developing news and promotion material for scientific events in collaboration with the organizers of congresses and the pharma.

Direct communication activities (attending Italian and international scientific conferences) and digital (sending e-ToC newsletters and advances of online content to targeted lists) aimed at increasing visibility, media impact and audience (authors and readers) of journals with the help of Google Analytics data.

Social media marketing activities including the management of the Twitter and the corporate LinkedIn pages with the creation of communication campaigns aimed at engaging the main stakeholders in the sector.

1995 - 2003 Fratelli Fabbri Editori and De Agostini Editore

For these editors I worked with the Tuttotondo team (editorial service opened together with three colleagues) editing and drafting texts, with particular focus on the new editions of De Agostini touring guides (Marco Polo, Guide Idea), and updating the encyclopaedic lemmas in their conversion from paper to digital form (Rizzoli Larousse, Omnia).

1990 – 1994 Virgin Records

In the Italian branch of the record label founded by Richard Branson, I was the Press Office assistant in charge of presenting the Virgin Italian and international catalogue to music journalists. I also organized press conferences for the contracted artists to launch and promote their albums.

I authorize the processing of my personal data according to the Dlgs n. 196/2003