

Gravitas

*The Gravitas Partnership
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Gravitas

*“.....Gravitas provides access to expertise both for those
organisations working with or intending to work with
the Pharmaceutical Industry.....and for Pharmaceutical Companies
themselves; to assist in getting new business and developing
existing opportunities”*

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Dr Richard Browning was the founding partner of Gravitas after nearly 25 years working in the Pharmaceutical Industry:

“...I established Gravitas to help organisations have access to external expertise which may not be normally available to them.

Many companies working with, or wishing to work with the pharmaceutical industry, as well as Pharmaceutical Companies themselves, often need the benefit of particular expertise that they do not have in-house in order to develop their business. Perhaps a knowledge of industry structure, or issues influencing industry decisions.

Whether in times of staffing freezes and tight budgets, or just for occasional needs, companies can't keep such expertise on their staff on a permanent basis or use a large or expensive Consultancy firm. Companies would prefer to make use of access to such expertise as and when they require it.

*After spending much of my own career personally working with management consultants, communications companies, advertising agencies and public affairs organisations, in addition to Pharmaceutical Companies, I felt in a strong position to set up *Gravitas* to provide the expertise such organisations might need.*

*Expertise is the major resource of *Gravitas*. Companies can benefit from enhancing their teams for as long as they wish with someone who actually has a track record of success in the industry..... Short term for only a day....up to long term by the appointment of a *Gravitas* independent non executive Director”*

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Whom does *Gravitas* aim to help with its Pharmaceutical Industry-experienced Independent Advisory Consultants?

Communications Companies
PR Companies
Advertising Agencies
Medical Education companies
Market Research Organisations

Other companies working with the pharmaceutical industry.
Pharmaceutical Companies

Why invite *Gravitas* to join your team?

Make use of your access to expertise as and when you require it. Make your access to the *Gravitas* expertise part of your team, both to

What.....Expert Advice on what to do
How.....Expert Advice on how to do it
Who..... .Expert Advice on who to do it with

Such as:

Getting new business

It helps when proposing new business, if someone in your Team has the *Gravitas* of having been involved at a senior level in the client's own industry. The benefits of having an Advisory Consultant can be in:

Developing the proposition
Making the pitch
Assisting with implementation after you get the business

Adding *Gravitas* to your team.....

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Developing existing business

Why not benefit from the Advice of someone who has actually “been there and done that”.

In areas such as:

Medical Marketing
Public Education
Professional Education
Patient Association communications
Relationship Marketing (DTC)
Medical Communications
Product Launch

Gravitas Advisory Consultants include experts who lecture on Medical Marketing... as well as having experience working at the top in all the areas above..... as well as many more.

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Non Executive Director role

It may be that rather than use an occasional external expert Advisory Consultant, a company may prefer to appoint an external Non Executive Director.

A well-balanced board of both executive and non-executive Directors can shape the destiny of the company

The Non Executive Director can:

- Enhance Strategic Perception- for the development of optimal strategies and structure.

- Assist in ensuring profitable performance.

- Provide Expert Advice and ideas generation

- Enhance the Company reputation and perception

- Safeguard company interests.

Gravitas has Advisory Consultants with experience as both executive and non-executive Board Directors. Please call the office if you would like to talk about the benefits of appointing an Independent Director.

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Strategic Planning and Development

It is imperative that a continually developing company have at its core, Strategic Objectives, Vision, Mission and values. Where is the business going?

The incorporation into a team, of someone who has extensive experience in Strategic Development can facilitate the achievement of both desired organisational and financial targets.

Gravitas can assist you in:

- Developing your Vision and Mission
- Developing your Values
- Developing and evaluating company Strategic Options
- Developing appropriate Strategic and Business Plans
- Developing and implementing action programmes

Our Advisory Consultants have experience in directing Strategic Development at Board level for major blue-chip pharmaceutical business.

Where Organisational Development is needed:

- Introducing and managing through values
- Managing Change
- Building internal awareness of strategies
- Business process mapping and improvement
- Internal Communication
- Managing through SMART objectives

Been involved in these areas and can provide the practical expertise your company needs.

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Personal Communications

Whether we like it or not, if a key speaker or meeting Chairman, is employed by an individual company, or directly by an agency working with that Company, there may be a perception of bias and the benefit of a meeting may be lost if it is seen as a commercial exercise.

Gravitas can overcome this by giving you access to an expert Consultant with the personal *Gravitas* to act as a Chairman, Moderator, facilitator or guest speaker for any meeting or perhaps media event.

- Expert Advisory Groups
- Consensus Panels
- Press Briefings
- Internal Meetings and conferences
- External Symposia
- Faculty and speaker development and management

Gravitas Independent Consultants have chaired meetings from International Symposia to small Expert Advisory Panels. You can choose an independent Chairman or Moderator, who is both medically qualified and yet who is well experienced in the needs on the pharmaceutical company.

Dr Richard Browning
MB BS, FFPM, M Inst Dir.

Rick Browning is the founding Independent Advisory Consultant for *Gravitas*.

He has had considerable experience within the Pharmaceutical Industry including:

- Strategic Planning Director on the Board of Pfizer UK and Ireland
- Regional Vice President and Medical Director for Pfizer international
- Regional Business Development Director for Pfizer International
- Regional Managing Director for Pfizer Middle East/Central Africa

Non-Corporate experience includes:

- Vice President of the faculty of Pharmaceutical Medicine of the Royal College of Physicians
- Member of the Commercial Affairs Committee of the ABPI

ABPI Committees and working parties for:

- Parallel trade
- Informed patient Initiative (DTC)
- Non-Reimbursed medicines (Private Market)
- Generics
- NHS Development

Dr Browning has presented on Medical Television, is a postgraduate lecturer on medical-marketing for the Welsh School of Pharmacy and was for several years a member of an NHS Trust Drug and Therapeutics Committee.

He was a District Medical Officer in the Bahamas and a GP in England.

In addition to *Gravitas*, he is an Independent Advisory Consultant to a major Management Consultancy firm, a multinational PR Company and a Non Executive Director.