

ANDREA R. SPECKIN

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In the vast field of providers offering educational activities that address physicians' real-world practice needs, Andrea Speckin is a standout consultant who provides a full spectrum of project management services related to the medical communications. With her keen ability to think critically and leverage her understanding of subtleties and nuances, Andrea is able to powerfully guide clients through development and launch of marketing and promotional programs. She plans, organizes, and manages medical communication projects, including, but not limited to, national, global and satellite symposia, advisory boards, investigator meetings, steering committees, key opinion leader (KOL) mapping and relationship development, conferences, speaker training, digital medial programs, and enduring materials.

Andrea brings with her over 20 years of experience in medical communications across multiple disciplines of project management, and meeting planning and management. Launching her company in 2004, Andrea quickly became an in-demand resource to pharmaceutical and medical device companies seeking her expertise in the therapeutic areas of cardiovascular disease, electrophysiology, diabetes, medical devices, neurology, urology, gastroenterology, and rheumatology. Beginning Fall 2016, Andrea Speckin will be expanding the sphere of her consulting services to other industries, including wellness, nutrition, and travel.

What sets Andrea apart is her drive to bring a fresh, vibrant energy to each project, while meticulously following compliance standards and accreditation criteria. Andrea's clients entrust her to stay current with government, industry, communication, compliance technology, and meeting and event trends. She aptly guides her sponsor clients to develop program concepts designed to change physician competence, and teach them strategies for translating new knowledge into action. The ultimate goal is always to positively influence physician performance and patient outcomes. She has developed and managed over 400 projects throughout her career.

With a BA in English from The College of New Jersey, Andrea is well-versed in communication and research skills that are prized by her clients. Andrea has achieved a Healthcare Meeting Compliance Certification (HMCC). She has proven techniques to pinpoint and analyze information that help her clients to make solid decisions about medical education. She established herself as someone who builds and leads talented teams in the development of superior disease state and promotional content, and leverages her unique perspective and understanding of product lifecycle – from early product development to pre-market readiness to brand launch – to generate meaningful solutions for her clients.

Andrea initiated her medical communications career as an Editorial Assistant who contributed to the pre-launch and launch of CELEBREX® (Celecoxib), the fourth largest selling drug for Pfizer, with quarterly revenue of \$800M. Immediately excelling in her chosen path led to a role as Project Director and leadership of a \$5M cardiovascular account. From 2002-2004, she excelled in an Operational Director capacity at medical communications and integration company, where she inspired and mentored her team of 15-20 to optimize her clients' ability to transform their scientific data and brand messages into compelling clinical relevancy. She learned to navigate the complex pharmaceutical landscape and evolved into a respected healthcare communications leader in New Jersey.

Andrea has organized and managed special events at the Kelvingrove Museum in Glasgow, Scotland, Palais Ferstel and Schönbrunn Palace in Vienna, Austria, Montreal Botanical Gardens in Montreal, Canada, Musée Ariana and Bâtiment des Forces Motrices in Geneva, Switzerland.

Andrea's work has provided her with extensive exposure and experience in medical communications and medical education projects across the pharmaceutical industry, and she has developed a wide-ranging outlook of the dynamics the industry faces to manage multi-country product launches and form a web of alliances across an immense global marketplace. Her mission in the coming years is to expand the scope of her communications and meeting planning expertise to bring awareness, education, tools, and resources to client companies that contribute to the wellness and nutrition of others.