

SCRIPT

2010 Yonge Street, Third floor
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Telephone : **416.485.7387**
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www.scriptmedical.com

Helen Leask PhD **Partner, Creative Director**

As SCRIPT's founder, Helen is motivated by ideas – the key insights that arise from the complex mix of science and creativity that fuels pharmaceutical marketing.

Following a PhD in biological sciences, Helen galloped through a refreshingly varied career in science communication that has garnered awards across the full creative spectrum, from journalism to advertising copywriting.

Helen's ability to see the "so what?" in the science – and put it into words – has shaped innumerable pharmaceutical communications programs globally and inspired many new medical writers entering the business.

Key skill that benefits her clients: Creative positioning for scientifically demanding brands.

Nancy Richardson BA, BSc **Partner, Business Development**

A new partner in the business, Nancy has brought to SCRIPT an unrivalled background in global continuing medical education programs. Her strategic skills, gained from over 20 years' experience in communications and education, are a major asset to her clients as they navigate through the brand life cycle. Nancy's clear-sighted focus on her clients' objectives, her solid strategic planning and penchant for detail ensure that the most complex programs are strategically sound and executed flawlessly.

Key skill that benefits her clients: The development and execution of global and national brand plans, both pre- and post-launch.

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Dorothy Czylyski MSc **Vice President, Client Services**

Dorothy brings over 10 years of experience marketing pharmaceutical products and provides an invaluable blend of scientific and strategic thinking, execution, and top notch client service.

Armed with an MSc in Clinical Pharmacology and a Business Management Certificate from the University of Toronto, Dorothy entered the world of pharmaceutical marketing as a Medical Writer. Having written content for everything from single page Journal Ads to 400 page rep training binders, Dorothy has the ability to create content that is scientifically accurate and strategically sound. Her deep understanding of what it takes to execute a brand plan led her to assume the role of Medical Director then Account Director at a global healthcare advertising agency where she led multiple Canadian drug launches.

Dorothy has broad experience in drug pre-launch and launch planning, product lifecycle management, and strategic and tactical execution in a variety of therapeutic areas. She also leads cross-functional agency teams to deliver results that exceed client expectations.

Key skill that benefits her clients: A solid scientific foundation coupled with a strong business sense to help propel brands forward.

John Ashkenas PhD **Senior Editor**

World-class science content is central to our clients' communications programs. Thanks to John, it's in good hands. John's science pedigree spans a PhD at MIT, post-doctoral work at UCSF and research on SARS genomics. After working for seven years on the scientific staff of biomedical journals like the *Journal of Clinical Investigation*, John took on the medical communications world and continues to raise standards across the industry. John's ability to mine complex data and tell a good story unfailingly inspires his clients with confidence that their objectives can be met, however complex the brand.

Key skill that benefits his clients: Unparalleled grasp of high-end science, combined with superb writing skills that meet his client's objectives.