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**NEWS RELEASE**  
**APODI INCREASES SENIOR MANAGEMENT TEAM**



Apodi has increased its Senior Management Team with the arrival of **Paul Todd** as Market Access Director.

Paul joins Apodi from GSK where he was Senior Director in Customer Solutions. In this role he developed and delivered innovative market access strategies and learning programmes that built capability and integrated payer and population decision maker thinking into commercial and medical functions and processes.

Paul's experience has been founded on a number of field and office based roles, working closely with internal and external stakeholders to drive excellence in the delivery of patient focused programmes and solutions. In his 18 years in pharmaceuticals, 14 have been spent working in market access and include establishing the National Health Outcomes Consultant Team at GSK, and working in Outcomes Research at Pfizer.

Most recently Paul has been involved in a number of key projects supporting customer engagement. These include the design of strategies that establish shared value for all stakeholders, and developing frameworks to support customer roles based in Government Affairs, Health Outcomes and Account Management.

Paul has also been integral to a collaborative project with the University of Utrecht, which has delivered a variety of materials and programmes to advance market access knowledge and skills.

Tony Swift, Managing Director of Apodi, says Paul's extensive market access skill set complements the company's Senior Management Team, which is already one of the most experienced in the outsourcing arena. "Paul brings significant market access experience and knowledge of developing strategies in response to issues driving change for both the pharmaceutical industry and the NHS."

Paul says 'I have always been passionate about ensuring healthcare decision makers have access to the most appropriate information and resources to implement the best investment decisions and programmes for their patient populations. In Apodi I have found a Company that shares this passion and I am therefore delighted to be joining an organisation committed to developing customer solutions and improving patient outcomes.'

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