



SHEILA CHALMERS

Sheila Chalmers has worked for Medius since May 1994 and has responsibility for our Market Intelligence services. Sheila brings to Medius :

- Comprehensive in-depth knowledge of a wide variety of both scientific subjects and the healthcare industry
- Extensive experience in Marketing and Medical Research
- Market research, analysis skills and experience, both desk and field
- Medical Agency editing and writing
- Extensive writing experience particularly analytical business and strategic reports for the healthcare industry.

Sheila began her career in research at the London School of Hygiene and Tropical Medicine before moving into Virology R&D at the Wellcome Foundation Limited.

She has degrees in Applied Biology and Applied Immunology from Brunel University.

After a number of years engaged in medical research, Sheila held positions as an International Product Manager and Marketing Research Manager at Wellcome Diagnostics. During that time Sheila had responsibility for new product development, product launches, commissioning and analysis of market research, product training and promotion as well as the preparation of strategic business plans.

Sheila has also written reports for Scrip, Decision Resources, Clinica and Frost and Sullivan.