



Medius Associates' Sharon Finch Wins PLG Lifetime Achievement Award

11th May 2009, London. Sharon Finch founder and CEO of Medius Associates, was presented with the Pharmaceutical Licensing Group (PLG) Lifetime Achievement Award at the House of Commons last week by David Brennan, the CEO of AstraZeneca.

As a leading authority on business development, Sharon Finch founded the global partnering specialists consultancy Medius Associates 15 years ago and is a past Chairman of the PLG, past President of the European PLG Council and a member of the Licensing Executives Society Healthcare Committee in the UK.

Sharon's vision and drive have been integral in the development of the PLG, including the launch of the PLG *Business Development and Licensing Journal* and the development of the PLG Training Courses which includes the recently launched Masters degree (MSc) in Pharmaceutical Business Development and Licensing.

The PLG is the UK's leading organisation for pharma executives working in Licensing and Business Development and this year the PLG Awards dinner was organised at the House of Commons followed by the 25th Anniversary meeting which was opened by the Secretary of State for Health, Rt. Hon. Alan Johnson.

Commenting on her award Sharon explains, "It has been a great pleasure to work with the PLG and witness Business Development becoming an established profession. Knowing that major pharmaceutical companies such as AstraZeneca are reinforcing their commitment to growth through in-licensing of products and collaborations is highly gratifying. I am extremely proud of the achievements of the Pharmaceutical Licensing Group and having worked with the Committee as I have since 1991, it has been both an honour and a privilege." **ENDS**

Medius Associates Press Release

About Medius Associates

Medius Associates is a specialist global provider of business development services to the pharmaceutical and healthcare sectors. Medius brings together in one place, decades of business development expertise from every area of the healthcare industry.

The Company provides a complete range of business development services on a personalised, client specific basis covering all aspects of business development. Through its team of business development experts Medius has an unrivalled personal network making connections into the business development departments of every major pharma company.

Medius' other activities include, publishing a range of reports on key business development issues; running training programmes both on an in house and external basis. The Company also designs and facilitates War Games and other interactive workshops supporting product launches and other strategies.

For more information on this press release, including an interview with Sharon Finch please contact:

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