

Your SPM

SPM Sydney
Pharma Marketing
Professional Development & Networking Group

Oct-Nov 2019

Mark Bouris educates and entertains at SPM

WITH MARK BOURIS AS KEYNOTE SPEAKER, THE SYDNEY PHARMACEUTICAL MARKETING GROUP SETS A NEW ATTENDANCE RECORD FOR THE EVENT. NOW ENTERING ITS 2ND YEAR, MORE THAN 150 PHARMA MARKETERS FROM SYDNEY-BASED PHARMACEUTICAL COMPANIES GAVE MARK A GREAT RECEPTION.

Mark Bouris presents at SPM



Held on Tuesday, 15th October at The Intercontinental Hotel in the Sydney CBD over a working breakfast, the SPM meeting was cited another major success.

Mark Bouris has established a highly successful career by building innovative, disruptive businesses to challenge the market and provide better solutions for consumers. He is currently Executive Chairman of publicly-listed Yellow Brick Road and Chairman of SME Association Australia. Mark also sits on the University of Western Sydney Foundation Council and is an adjunct professor for Banking and Finance, Business Law and Tax at UNSW Business School.

“MARK BOURIS IS A GENUINE DELIGHT AS A PRESENTER. HIS INSIGHTS INTO PERSONAL BRAND CREATION AS A TOOL IN BUILDING A SUCCESSFUL BUSINESS WERE BOTH PROFESSIONALLY EDUCATIONAL AND HIGHLY ENTERTAINING. NO SHRINKING VIOLET HERE!”

The SPM audience was entertained through Mark's journey of 'nothing special' origins in the suburbs of Sydney, university education in mathematical modelling (No, not marketing!) and his search for an application for it.



He gave considerable credit for his success in developing his renowned 'personal brand' to being a devoted follower of Gary Vaynerchuk, a Russian immigrant to US who has built a huge personal fortune through his online business WineLibrary.com which he has promoted through his daily YouTube show. Proof, everyone needs a mentor in business!

Mark's telling of his own 'gigantic moment' in meeting with Kerry Packer for the first time as a young hopeful in an attempt to get him to buy into his Yellow Brick Road business concept was both reminiscent of similar situations for many in the audience, and hilarious. Packer, among a host of talents that he undoubtedly held, was clearly a master of intimidation in business dealing. In the end, it was a successful outcome for Bouris, and a story brilliantly told on the day.



Chair, Peter Davis opens **SPM** and welcomes Mark Bouris

Mark Bouris addresses and entertains 150 pharma marketers at **SPM**



Sydney Pharma Marketing Group (SPM): how it works

Responsible for the organisation of **SPM** is a steering committee of highly experienced pharma marketers, from across the breadth of industry and limited to one member per company. The committee is chaired by one of them on a rotational basis. The Chairperson for organising the successful recent meeting was Peter Davis, Business Unit Manager at Boehringer Ingelheim.

Following Peter, the new chair will be Darren Woodhouse, Associate Director of Marketing at Biogen.

The steering committee is responsible for determining topics and invited speakers, always on the basis of relevance, educational value and interest to pharma marketers.

The Steering Committee is:

- Nick Goodwin - Pfizer
- Caroline Pilot - Novo Nordisk
- Darren Woodhouse - Biogen
- Peter Davis - Boehringer Ingelheim
- Suzy Griggs - Abbvie
- Andrew Tayler - AstraZeneca
- Tim Watson - Merck Sharp & Dohme
- Steven Zulumovski - Mundipharma
- Gavin Walsh - Princeton Health (Platinum partner)
- Simon Davies - Bastion Brands (Gold partner)



Sponsors Gavin Walsh, Princeton Health and Simon Davies, Bastion Brands commit ongoing financial support for funding **SPM**

Insights were entertaining as well as enlightening...



"Your personal brand can be a huge factor"



Question Time



Long-time friends Margie Austin and Mike Leary catch up

And the questions flow...



LinkedIn Group

The Sydney Pharma Marketing LinkedIn Group has been set up to enable members to be kept informed of events and developments around SPM. Already it has more than **170** members. You are invited to join by sending a request through LinkedIn. Just search for Sydney Pharma Marketing Group and click on 'Join'.

Sponsorship

There are two financial sponsors of **SPM**, Princeton Health and Bastion Brands, who make possible the funding of quality speakers, staging and the logistics associated with events. Together they bring a formidable experience of the pharmaceutical industry, coupled with invaluable expertise in running such events to a proven standard of excellence.

The Steering Committee extends its sincere thanks to both companies for their support enabling speakers of such quality to be available to the **SPM** meetings.

Reciprocal Membership

As a member of the Sydney Pharma Marketing Group, you are cordially invited to attend meetings of the Melbourne Pharma Marketing Group whenever you are in Melbourne and it fits into your schedule. You will be kept informed of upcoming events in both cities through LinkedIn. Another great reason for joining!

Future Meetings

The date of the next meeting, expected to be in March, will be advised through LinkedIn and email as soon as the keynote speaker is confirmed. There will be two **SPM** meetings each year.

Delegates enjoy Mark Bouris' insights on creating a personal brand.



Darren Woodhouse thanks Mark Bouris and closes another successful **SPM**



Cathie Hilton and Caroline Pilot meeting at **SPM**





Networking opportunities around at SPM



If you attended Mark Bouris' presentation at **SPM**, we trust you enjoyed it.
If you missed it, we hope to see you at the next **SPM** in March 2020.

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