



news release

Appointment Release

Global Pharma Body Names New Communications Director

Geneva, 8 June, 2020: The industry body representing research-based biopharmaceutical companies and regional and national associations across the world has appointed Abigail Jones as its new Communications Director. Abigail was previously a founding partner at Acumen Public Affairs. Given her wide international experience, her in-depth knowledge of global health policy and news agenda, Abigail will be instrumental in positioning the innovative bio-pharmaceutical industry on the international stage.

The International Federation of Pharmaceutical Manufacturers and Associations (IFPMA), based in Geneva, has official relations with the United Nations, engages with multiple international bodies such as the G7, G20 and OECD and contributes its unique industry expertise to help the global health community find sustainable solutions for current and future generations, not least COVID-19.

Thomas Cueni, IFPMA Director General, welcoming the appointment, commented: *“Abigail is one of the few people in her field who is as passionate about understanding the policy context as she is about working with journalists to get across a balanced story. I am very pleased to welcome her to the team. The COVID-19 pandemic is a pivotal moment for our industry: we have to demonstrate why and how our industry’s unique scientific and technical expertise is a force for good”*.

Abigail brings a wealth of experience in the global health policy and communications field, having worked in this field for over 20 years. She has advised on stakeholder advocacy and communications outreach towards the WHO, IMF and the World Bank. Abigail brings to IFPMA her proven experience as a consultant to many leading blue chip companies including several pharmaceutical companies, as well as to trade associations, think tanks and coalitions. Her knowledge of the global health agenda and stakeholders and their relevance to the biopharmaceutical industry’s reputation, combined with her strong operational skills and knowledge of the media, makes her a strong addition to IFPMA team.

Commenting on her new role, Abigail said: *“There has never been a more interesting but challenging time to be communicating about pharma innovation and access to vaccines and medicines. Tragically, COVID-19 is testing us beyond belief – there will be a more positive world after the pandemic but be one shaped by how well we navigate this uncharted territory. Breaking through the noise, getting across the facts about scientific endeavour and putting up for scrutiny pharma’s commitment to being a force for good will all play their part. I am looking forward to helping to navigate the journey”*.

Abigail can be contacted via mail a.jones@ifpma.org and phone +32 475 41 09 76.

About IFPMA

IFPMA represents the research-based pharmaceutical companies and associations across the globe. The research-based pharmaceutical industry’s 2 million employees discover, develop, and deliver medicines and vaccines that improve the life of patients worldwide. Based in Geneva, IFPMA has official relations with the United Nations and contributes industry expertise to help the global health community find solutions that improve global health.

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