



Paul Jones

Director and Lead, Global Life Sciences Internet Business Solutions Group

Paul Jones co-leads the Global Life Sciences Practice at Cisco's strategic consulting arm, known as the Internet Business Solutions Group (IBSG). His focus is on technology-enabled innovation in the pharmaceutical, biotech and medical device industries.

Prior to this role Jones was the leader of IMS's Commercial Effectiveness practice in Europe with a particular focus on improving brand, portfolio and company performance by evaluating and optimising marketing and promotional efforts.

Jones has worked in and around the pharmaceutical industry since 1990. His most recent industry role was as Head of Global eMarketing & eSales at Novartis Pharma in Switzerland where he set up and managed a global team responsible for driving technology solutions in support of a 20 brand portfolio. Prior to this, Paul was a management consultant at PricewaterhouseCoopers, where he led numerous engagements for many of the world's largest pharmaceutical companies. Earlier in his career, Paul held a variety of sales, marketing and general management roles at Astra, Marion Merrell Dow and Sandoz.

Jones has a first degree in physiology and an MBA. He holds a Postgraduate Diploma in Marketing and is a Chartered Marketer.



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