



## **Madelaine Allen appointed as new Head of Axiom Europe**

**LONDON, 25<sup>th</sup> June 2019: The Creative Engagement Group (TCEG) announced today that Madelaine Allen will take over as Head of Europe for its scientific engagement and medical training division, Axiom.**

In April this year, Axiom launched in Europe to combine TCEG's UK-based strategic healthcare communications team with the award-winning scientific and training capabilities of the US Axiom team.

As Head of Axiom Europe, Madelaine Allen will guide the evolution of the Axiom offering, working closely with Axiom CEO Mike Ballas to grow the Axiom brand beyond the US, drawing upon the wider creative, live events, environments, film and immersive technology services of the entire group. Maddy takes over the role from Jayne Marks, who remains with the agency as a consultant.

With considerable experience of the pharmaceutical industry, Madelaine Allen has been with TCEG (and before that WRG) for 10 years and most recently held the role of Client Services Director leading account teams for several global healthcare companies. She started in live event production before moving into client service.

Allen will report to Russ Lidstone, Group CEO of The Creative Engagement Group and Mike Ballas.

**Russ Lidstone, Group CEO of The Creative Engagement Group, said:**

“Maddy is a natural leader who understands the needs of healthcare clients better than anyone I've worked with. She has a deep understanding of our group's capabilities and has already been instrumental in growing our scientific engagement offer. She is the natural choice to lead our Axiom team in Europe, building on the strength and heritage of our US business.”

**Madelaine Allen, Head of Axiom Europe said:**

“I am hugely excited to be taking on this role. We have a fantastic base, a talented and growing UK team producing highly creative work for clients' employee, HCP and patient engagement needs in Europe, whilst our US Axiom colleagues have been growing exponentially with some incredible award-winning employee scientific training programmes.”



### **About Axiom**

Axiom's mission is to create unforgettable scientific engagement solutions with a focus on immersive training, development and healthcare communications.

Axiom empowers cross-functional pharmaceutical and biotech teams to achieve and maintain their leadership in evolving competitive landscapes.

Axiom's expertise is built on people. Axiom's in-house scientific content experts have advanced degrees to include MDs, PhDs, PharmDs, MSs, RNs, and CNEs. The leadership team at Axiom are all also veterans of the pharmaceutical industry.

<http://www.axiomhh.com/>

### **About The Creative Engagement Group:**

The Creative Engagement Group is an unusually shaped group of communications companies focused on engaging audiences through the creation and delivery of live experiences, physical environments, logistics, film, digital & immersive, employee engagement, learning, healthcare communications and training.

United by a philosophy to 'Create Unforgettable', The Creative Engagement Group provides an international client base with the ability to generate deeper levels of engagement with their audiences. The group comprises: live event specialist WRG; film, immersive engagement and digital agency The Moment; scientific engagement company Axiom, exhibitions business Just Communicate and employee engagement consultancy Forty1. It employs over 360 people in Europe and the US and is part of Huntsworth plc.

<http://www.tceg.com/>