

MarketingWeek



SECTOR 5 OF 5:  
LIFE SCIENCES

IN PARTNERSHIP WITH



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# Forewords

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Welcome to the sixth CX50 list of the UK's top 50 customer experience professionals.

Cognizant is delighted to have joined forces with Marketing Week and Adobe to highlight and celebrate the innovators and change-makers leading the way in customer experience (CX).

It's a pivotal moment for CX as the pace of change steps up yet again. There are more opportunities to reimagine experiences than ever before, particularly with the potential of generative AI. Whilst exciting, CX leaders are challenged to adapt, fulfil ever-expanding customer expectations, and make the most of the emerging modern technology landscape.

Businesses that are winning in experience still place customer-centricity, brand purpose, sustainability and transparency at the heart of their CX strategy. Now, they are combining this with active exploration of a new wave of strategies and technologies. Uniting the proven with innovation is what enables them to deliver the next generation of faster, seamless, intuitive and flawless experiences.

This year's CX50 highlights the 50 leaders who are successfully navigating this wave of change.

Congratulations to them all.



**Rohit Gupta**  
*Managing Director, UK and Ireland*  
Cognizant



**Ian Barlow**  
*Head of DX, UK and Ireland*  
Cognizant



**James Lennon**  
*Sales Director, UK and Ireland*  
Cognizant Netcentric

At Adobe we believe today's digital leaders have the unenviable challenge of keeping up with the lightning pace of marketing innovation, while delivering personalised experiences for customers.

The best go even further, and create highly personalised experiences for every customer, on every channel, in real-time, that not only deliver results today, but position their organisation for future success.

We are proud to partner with Cognizant and Marketing Week on CX50 to celebrate those individual leaders.



**Suzanne Steele**  
*Vice President and Managing  
Director, United Kingdom,  
Ireland, Middle East and SSA*  
Adobe



**Russel Parsons**  
*Editor-in-chief*  
Marketing Week

Few of us had a fun year in 2023. Growth was insipid, budgets were constrained and whatever extra money customers could spend went mostly down the drain of inflation. Add to this the corporate nervousness around the wars in Ukraine and the Middle East, and the political polarisation across the West, and the environment was far from conducive to investing in customer-centricity.

If things don't exactly look rosy now that we've turned our calendars to 2024, they at least look a bit less uncertain. Most brands seem to know what they have to spend, even if it's less than it was before. Time, then, to regain composure and remind ourselves what the best brands never forget: that regardless of the economic climate, we are nowhere without our customers.

And this, once again, is where the CX50 comes in. For the sixth time, Marketing Week – along with Cognizant and Adobe – has scoured the terrain to find the best examples of customer focus that the UK can offer. We've used our tried and tested approach to identify the top 50 customer experience professionals in the country, highlighting both pioneering product innovations and basic good service, as well as everything in between.

That's not to say we're standing still. We've done a few things differently in 2024, namely expanding the list outside the consumer sphere to look more deeply into the B2B and public sectors – thus offering more detailed and diverse perspectives on how brands create customer value across the whole economy. But the common dedication towards one simple goal remains plain: the pursuit of better experiences that benefit customers and businesses alike.

# Methodology

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The Marketing Week CX50, in partnership with Cognizant and Adobe, is the pre-eminent annual list of the UK's top 50 customer experience professionals, now in its sixth year.

For 2024, we have taken a new sector-driven approach to compiling the CX50 list, in an effort to better represent the diverse range of customer experiences and priorities present across the economy – particularly increasing its coverage of B2B organisations and the public sector compared to previous years. The CX50 2024 is divided into the following five sectors, each featuring 10 professionals:

- Retail, consumer goods, travel and hospitality
- Financial services
- Public sector
- Manufacturing, logistics, energy and utilities
- Life sciences

Our criteria and methodology for determining the CX50's members remain the same as in previous years. In order to create a pool of candidates, we combine nominations from Marketing Week and Cognizant's professional networks with independent measures of brands that perform highly on CX. To select the final list, we then assess individuals' achievements in the past year and over the course of their careers against the three criteria of impact, innovation and influence.

The CX50 members possess an eclectic set of skills and responsibilities, all crucial in the effort to deliver exceptional customer experience, so while we have not split the CX50 2024 into the five categories we have used previously, these nevertheless remain relevant as descriptions of who the CX50 are and what they embody, namely: organisational leaders, brand guardians, technologists, disruptors/challengers and growth drivers.

# CX50 2024

## LIFE SCIENCES

**Hugo Breda**      *Managing Director, UK and Ireland*      Johnson & Johnson MedTech

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**Anthony Cockburn**      *Global Digital Consumer Experience Director*      Haleon

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**Chris Hudson**      *Director of Access and Innovation*      Roche Diagnostics

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**Mark Leftwich**      *Managing Director, UK and Ireland*      Philips Healthcare

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**Conor McKechnie**      *Vice-President, Marketing and Strategy*      Cytiva

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**Brad McLean**      *Global Head of Acute Care*      AstraZeneca

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**George Murgatroyd**      *General Manager, Digital Technologies*      Medtronic

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**Petra Molan**      *Chief Commercial Officer*      Mundipharma

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**Ghada Trotabas**      *Managing Director, Great Britain and Ireland*      Siemens Healthineers

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**Silvina Vilas**      *Global Marketing Director, Consumer Healthcare*      Sanofi

# CX50 2024

## LIFE SCIENCES



### **Hugo Breda**

*Managing Director, UK and Ireland*  
Johnson & Johnson MedTech

As a key supplier of medical devices to the NHS, Johnson & Johnson MedTech positions itself as being at the intersection of biology and technology. In the UK and Ireland, Managing Director Hugo Breda is at the forefront of that effort, with the core aims of improving clinical outcomes, staff satisfaction and patient experience while reducing the total cost of care.

Initiatives J&J MedTech has spearheaded in the past 12 months include the launch of an Innovation Suite in its Pinewood Campus in Wokingham. Designed to help educate healthcare leaders of tomorrow and shape the future of surgery through innovative devices and technologies, it features a replica operating room and 'surgical skills zone'.

The company also formed a strategic partnership with Leeds Teaching Hospitals NHS Trust in 2023, aiming to improve health outcomes and address health inequalities in the city and region, using J&J's expertise in areas ranging from 3D printing and robotic surgery to medical implants and patient education systems. Through the partnership, Breda says: "We can drive an increase in innovation for unmet healthcare needs, and equality in access to health services."



### **Anthony Cockburn**

*Global Digital Consumer Experience Director*  
Haleon

When Haleon was spun off from GSK in 2022, it was Anthony Cockburn's job to establish the team behind the tech stack that powers the consumer healthcare company's digital marketing across 69 brands in 60 countries. The stack includes martech ranging from personalisation-enabled websites to audience management and CRM, and Cockburn's remit involves both innovating for the future and developing existing platforms while reducing running costs.

He also has a crucial strategic focus on testing new business models that can achieve sustainable growth by solving customer and business problems through technology.

Prior to joining the company in 2020, Cockburn spent over 12 years at Unilever in mostly technology-focused roles, latterly taking responsibility for the platform behind all the brand websites in the FMCG giant's portfolio. Through his career he has worked with many of the leading global technology providers and built up an expertise in culture change and transformation, as well as service delivery and agile project management.



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**We can drive an increase in innovation  
for unmet healthcare needs, and  
equality in access to health services.”**

Hugo Breda, Johnson & Johnson MedTech

# CX50 2024

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**Chris Hudson**

*Director of Access and Innovation*  
Roche Diagnostics

Chris Hudson has almost 40 years of general management, marketing and sales experience in the healthcare and FMCG sectors – the past 25 of them at Roche – but that doesn't mean he's stopped innovating. Since its launch in 2018 he has headed up Roche's access and innovation directorate, which develops pioneering solutions for healthcare that aim to improve the lives of patients and the health of the UK.

He is particularly focused on innovations that deliver fast and accurate diagnosis through early intervention, "to ensure the NHS is truly a National Health Service and not a National Illness Service". This includes pressing politicians to tackle health inequalities and ensure equitable access to vital tests and care. One example of his team's efforts bearing fruit came last year with the award of a £1m grant for researchers to pilot Roche technology that can detect liver cancer at an early stage.

In his time at Roche, Hudson has held a number of senior roles managing portfolios and marketing teams, and has sat on committees examining healthcare technology for many key industry bodies, including the Association of British HealthTech Industries.



**Mark Leftwich**

*Managing Director, UK and Ireland*  
Philips Healthcare

Helping people live longer, healthier lives is Mark Leftwich and Philips Healthcare's overarching purpose in the UK and Ireland. As Managing Director for the markets, he leads the brand's work with the NHS and health systems to deliver transformational innovation that meets the needs of patients, health workers and consumers. The aim is to create a more resilient healthcare system, fit for the future.

A big part of this is implementing digital technology and AI in the right places. "Care delivery is increasingly accelerating towards the community, while advancements in telehealth, virtual and remote services are bringing care directly to patients at home," Leftwich explains. Recognising the connection between human health and that of the planet is also high on Leftwich's agenda – whether that be through less single-use medical equipment, helium-free MRI scanners or more efficient departments with lower a carbon footprint.

Strategic partnerships with NHS services in Gibraltar and County Durham and Darlington were just two recent examples of the brand's principles being put into practice.

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**Advancements in telehealth, virtual and remote services are bringing care directly to patients at home.”**

Mark Leftwich, Philips Healthcare

# CX50 2024

## LIFE SCIENCES



### **Conor McKechnie**

*Vice-President, Marketing and Strategy*  
Cytiva

Conor McKechnie calls himself “a futurist at the convergence of biology, data science and engineering”, seeing these as the three fields that will effect the most substantial change on the world in the 21st century. In practical terms, that means tackling complex problems, boosting innovation and raising the profile of Cytiva, the brand previously known as GE Healthcare Life Sciences until its 2020 acquisition by Danaher Corporation.

McKechnie helps stakeholders and customers engage with Cytiva and the fields it works in, while improving the company’s insights into its markets and customers, developing the strategy for serving them better. As Vice-President of Marketing and Strategy, McKechnie has to ensure his team are constantly balancing the new and exciting with consistency and stability for Cytiva’s customers.

His predictions for the key trends within the life sciences market in 2024 include microbiome therapies, ethical advances in precision medicine, population-level health research and responsible AI.



### **Brad McLean**

*Global Head of Acute Care*  
AstraZeneca

Colleagues see Brad McLean, AstraZeneca’s Global Head of Acute Care, as a role model who demonstrates the leadership capabilities of trust, honesty and autonomy on a daily basis. He has also enjoyed significant business and customer success in recent times, growing his team of global marketers last year off the back of an excellent 12 months in 2022.

As well as possessing experience encompassing general management, sales, marketing and commercial operations, he also pays keen attention to the impact of AstraZeneca’s activities on the global climate. “Our commitment to the climate takes smart thinking and an unwavering drive to do the right thing,” he says of his employer, adding that the this is now part of everyday conversations at the pharma company. His personal dedication to the issue – and that of his team – was evidenced by the internal sustainability award they won in 2023.

After joining AstraZeneca in 2020, McLean was promoted to his current role in December 2021. He has spent his whole career in the life sciences sector, having started out at Sanofi in 2000.

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**More streamlined processes in healthcare systems will help reduce patient dissatisfaction and burnout for healthcare professionals.”**

George Murgatroyd, Medtronic

# CX50 2024

## LIFE SCIENCES



### **George Murgatroyd**

*General Manager, Digital Technologies*  
Medtronic

George Murgatroyd is quite literally at the cutting edge of the healthcare sector, leading Medtronic's digital surgery ecosystem developing AI, computing and software technologies. He is particularly motivated to ensure health professionals don't miss out on technological solutions that could deliver better and more efficient patient care, for example launching an AI-powered video and analytics platform to help surgeons learn and perfect new surgical techniques.

"More streamlined processes in healthcare systems will help reduce patient dissatisfaction and burnout for healthcare professionals," Murgatroyd explains, laying out one of the key areas where he says the health sector must improve.

Murgatroyd has worked within health technology for over a decade and was Vice-President of Products at Digital Surgery before it was bought by Medtronic. He has pioneered apps and healthcare analytics across various parts of the sector and says his career has been focused on "transforming data into actionable information for physicians and healthcare leaders globally, enabling them to make better decisions on patient care".



### **Petra Molan**

*Chief Commercial Officer*  
Mundipharma

Healthcare company Mundipharma positions itself as being the place "where care and collaboration meet, to make a difference when it matters most". It puts particular emphasis on innovative treatments that meet the needs of customers and patients.

Though she has only been in her current role since January 2024, splitting time between the UK and Switzerland, Petra Molan brings a wealth of industry experience to that mission – including 13 years working at Bayer in a variety of marketing and general management positions. She followed this up with three successive leadership roles over five years at specialist therapeutics firms that went on to be acquired by larger pharma companies.

Molan has become adept at building and scaling up businesses, defining their strategy, and launching them into new markets, with a particular focus on the field of rare diseases and speciality care. She also has a keen focus on fostering diversity within teams and the positive impact women can make on corporate boards.

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**[We are] facilitating global change...  
expanding access to underserved  
patients and those with unmet needs.”**

Petra Molan, Mundipharma

# CX50 2024

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### **Ghada Trotabas**

*Managing Director, Great Britain and Ireland*  
Siemens Healthineers

“Courage. Grit. And a hot cup of tea.” Three things that Ghada Trotabas rates as important to her as a leader, which represent boldness, determination and the ability to listen. She has brought these traits to bear at Siemens Healthineers for over 20 years, most recently as Managing Director in Great Britain and Ireland since 2022.

Her core focus is on using technology and innovation in collaboration with the NHS and other health providers to realise a world where patients have more options, better support, and integrated care in the right setting. “The hospital of the future is not a hospital. It’s a health system...designed to keep people healthy, not only treat them when they’re sick,” says Trotabas. Importantly, this means delivering care in the community, rather than filling up hospital beds.

Trotabas is also fully behind Siemens Healthineers’ efforts to help the NHS achieve its ambition of becoming the world’s first net-zero health service – whether by cutting the power consumption of radiotherapy machines, reducing MRI scanning times with AI technology, or reducing the use of helium in scanners, for example.



### **Silvina Vilas**

*Global Marketing Director, Consumer Healthcare*  
Sanofi

Silvina Vilas is proud to state that it’s her job to, among other things, “break the poo taboo”. As Global Marketing Director for Sanofi’s consumer healthcare division, she is responsible for a product portfolio whose purpose is to “help empower people to live healthier, happier lives” with a particular focus on gut health. During her time at Sanofi, she has been behind several new product launches in the category, including one that featured an app partnership allowing users to track their gut health while taking the treatment.

Vilas has been in her current role for two years – leading on the development of integrated communication campaigns, while strengthening the innovation pipeline to bolster Sanofi’s market-leading position in the category – and at Sanofi for over five years in total.

She has more than 20 years’ wider experience in consumer healthcare and FMCG, having previously worked for both Reckitt and P&G.





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**The hospital of the future is not a hospital.  
It's a health system...designed to keep  
people healthy.”**

Ghada Trotabas, Siemens Healthineers

# About our partners

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## **Cognizant**

Cognizant (Nasdaq-100: CTSI) engineers modern businesses. We help our clients modernise technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life.

Zone, our experience consultancy, is the first port of call for businesses seeking human-centred partners who can transform, innovate and optimise any customer or employee experience. Our experience transformations, which include the latest GenAI innovations, change people's lives for the better, whatever the scale of the challenge.

Cognizant Netcentric, our Adobe Centre of Excellence, transforms customer experiences by leveraging the Adobe Experience Cloud. We enable brands to connect with their customers, achieve customer experience excellence and succeed in the digital era.

For more information, please visit [www.cognizant.com](http://www.cognizant.com) or [Cognizant's LinkedIn page](#).

## **Adobe**

Adobe gives everyone – from emerging artists to global brands – everything they need to design and deliver exceptional digital experiences. We empower people to create beautiful and powerful images, videos and apps, and transform how companies interact with customers across every screen.

Adobe Creative Cloud, Document Cloud and Experience Cloud bring together our design expertise with customer intelligence to deliver experiences that get results. With a robust platform that's powered by advanced science, a thriving community of partners and developers, and a culture that's passionate about pushing the boundaries of what's possible with our products, Adobe is changing the world through digital experiences.

For more information, visit [Adobe.com](http://Adobe.com).

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