

## MARIA CRISTINA NIGHTINGALE

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### EXECUTIVE SUMMARY

A highly experienced market access professional with outstanding proofreading and copy-editing skills. Specialist areas of expertise include medical communication, medical education and market access solutions. Proficient website content manager and Zinc expert. ABPI certified.

A loyal and trustworthy individual who is committed to the timely delivery of quality outcomes. Widely recognised by colleagues for exceptional project management skills and attention to detail. Conscientious and motivated with an unswerving track record for performance excellence.

Member of Society for Editors and Proofreaders (SfEP) and European Medical Writers Association (EMWA).

### PROFESSIONAL EXPERIENCE

#### **Company Director & MedComms Editor BozzaNova Solutions Limited**

**March 2015 – present date**  
**[www.bozzanova.solutions](http://www.bozzanova.solutions)**

Medical communication and medical education freelancer. Projects include e-Sales Aids, slide decks, referencing, Zinc mark-up, literature reviews, literature write-ups and GP education booklets. Involved in regular social media and editorial support for a company providing education to practice managers.

Key achievements:

- Working in collaboration with doctors to produce medical education booklets to publication standard. Tasks included proofreading, copy-editing and formatting of copy, tables, flow charts and referencing.
- Development of e-Sales Aid using Microsoft Power Point (PPT) for large pharmaceutical company.
- Full reference check and mark up on PPT slide presentations for numerous pharmaceutical companies.
- Literature reviews and write-ups for respiratory portfolios.

#### **Market Access Solutions Manager GlaxoSmithKline (GSK)**

**January 2012 – March 2015**

Creation and project management of market access solutions used to support field-based Health Economy Account Managers. Role involved development of Medical Education Goods and Services (MEGS) Agreements and Joint Working contracts, including educational programmes within these projects. Other work included construction of business plans, proposals, results brochures, banners and congress submissions e.g. abstracts and posters for ERS and BTS. Accountable for content creation, updates and traffic management on the GSK Joint Working website. Responsible for the upload and processing of departmental paperwork through Zinc.

Key achievements:

- Timely & successful delivery of complex projects requiring matrix team management.
- Completion, sign off and upload of website content including the publication of online case studies.

#### **Health Economy Account Manager GSK**

**July 2009 – January 2012**

Lead the development of co-created account plans for Oxfordshire, Buckinghamshire and Milton Keynes utilizing and analysing data from numerous information systems. Defined value propositions across brands and coordinated delivery via the matrix team within each account. Lead the formulary optimisation processes for launch products ensuring optimal brand positioning within local guidelines. Identified and managed risk of market access threat across the portfolio. Developed medical education programmes for GPs, Nurses, Pharmacists and Practice Managers.

Key achievements:

- Positive formulary status for respiratory and allergy medicines across the three accounts.
- Very successful education programmes as measured by volume attendance, demand and feedback.
- GSK portfolio sales for 2012 reached 100.2% sales vs. target.

**Senior Medical Representative  
GSK**

**January 2004 – July 2009**

Drove business growth via development and application of account plans. Influenced key external experts within secondary care and PCTs.

Key achievements:

- Players Player award for “bending the line” showing the highest market share change in South Central during 2008/2009.
- Prestigious GSK All-stars Award Winner
- Nomination for Pharma Times Sales Representative in 2007.

**Maternity Leave**

**November 2003 – January 2004**

**Senior Medical Representative  
GSK**

**May 1998 – November 2003**

Successfully launched a new medicine whilst managing the regional Dispensing Account Team.

Key achievements:

- Promotion to S1 (highest possible grading within role).
- GSK All-stars Winner.

**Sales Manager Secondment  
Allen & Hanburys/GSK**

**October 1997 – May 1998**

Delivered sales for respiratory and allergic rhinitis portfolios in line with marketing departments brand strategy.

Key achievements:

- 100% sales vs. target across the portfolio of medicines.

**Sales Representative and Respiratory Strategy Project  
Allen & Hanburys**

**January 1992 – October 1997**

Successful promotion of medicine, Serevent, and launch of new medicine, Flixotide. Field based input into a strategy project run by The McKinsie Group. Decline management of established products.

**Weight Loss Consultant  
Nutrisystem**

**January 1990 – January 1992**

Assessed, set targets, monitored, motivated and coached clients throughout their weight loss and exercise programmes, in consultation with their GPs.

**Fitness Instructor  
Freelance**

**January 1987 – July 1993**

**Travel & Family**

**October 1981 – August 1987**

Lived in The Netherlands and France. Started a family.

**PROFESSIONAL DEVELOPMENT**

SfEP Editing in Word, SfEP Introduction to Copy-editing, SfEP Working with Non-publishers, SfEP Proofreading Progress, SfEP Introduction to Proofreading, Zinc Systems, Advanced Presentation Skills, Project Management, Payment by Results, Negotiation Skills, Wellards Joint Working Programme, Wellards Diploma, Assertiveness Skills, Stephen Covey Workshop, Speakers International Motivational Training, NLP, Train the Trainer, ABPI Code of Practice, & YMCA Exercise to Music.

**MEMBERSHIPS**

Member of the Society for Editors and Proofreaders and European Medical Writers Association. Voluntary editor for the Goring Gap News (local community publication).

**INTERESTS**

Passionate about my family, cooking, cycling, fitness, rowing, Formula 1 Grand Prix and, of course, reading.