

## Medicon Valley Alliance Executive Club – 9<sup>th</sup> Dinner Meeting

### Value-creating communication within life science

/By Mike Rulis & Colin Carlile

#### Building reputation and trust in pharma and biotech

/Mike Rulis, Corporate Vice President and head of Corporate Communications, Novo Nordisk A/S



Mike Rulis has been with Novo Nordisk for almost 30 years. Since 2000 he has been responsible for the company's global communication as head of the Corporate Communications function. Over the years he has managed numerous communication campaigns and issues and learned a few lessons along the way. In his presentation he will share some of his experiences about what works and what doesn't when communicating in the pharma and biotech industry.

#### Lessons learnt managing large science facilities

/Colin Carlile, Special advisor to the CEO, Science Village Scandinavia



Colin spent 20 years of his professional life doing research on the facilities that for the next 20 years he began to manage. Both periods were fulfilling for very different reasons. Colin will try to draw lessons from his last 20 years fuelled by the previous 20.

Colin spent 6 years as the Director General of ESS, the European Spallation Source, and before that 5 years as the Director of the Institute Laue-Langevin in Grenoble which he joined after being in the management team of the ISIS spallation source in the UK. Prior to that he was an EU post-doctoral fellow at an international laboratory in northern Italy where he developed his admiration for the "European" project. Colin did his doctoral training at Birmingham University and he originates from the Lake District in the north-west of England.