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STONEHAVEN CONSULTING APPOINTS GLOBAL MARKETING EXPERT

Stonehaven Consulting has engaged Arthur Redpath to lead the development of its intelligence and analytics services for the animal health industry.

Arthur has worked in the life science and animal health sectors for over 20 years and brings a wealth of experience in marketing, project management and leadership. A veterinarian and marketing specialist, he brings extensive industry knowledge. He has held leadership roles at Novartis Animal Health as Global Category Head for Ruminants and Companion Animal Parasiticides businesses, and more recently with Elanco as Chief Marketing Officer in EMEA and Global Marketing Excellence Leader responsible for developing fact and insight based marketing capabilities.

Arthur Redpath said: "It's a great time to be joining the Stonehaven Consulting team. Technology is rapidly changing the way animal health businesses operate and there are many opportunities to exploit. We can help strengthen businesses through our report management system which provides specialised animal health experience, networks and insights."

Welcoming Arthur to the team, Matthias Hofer, Partner at Stonehaven Consulting, said: "We are particularly excited to welcome Arthur to the team. His knowledge and experience are invaluable to the development of our service and he will help us harness the opportunity to build awareness of our capabilities in this growing market."

Stonehaven Consulting helps innovative life sciences companies strengthen their businesses at various stages of development.

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Notes to editor:

Swiss based Stonehaven Consulting was founded in 2015 and is a specialist life sciences consulting company. Focused on animal health and with a unique business model, it has a small team of highly qualified and experienced individuals who use their know-how and network to help companies across the globe set and exceed their strategic goals. Stonehaven serves innovative life sciences companies at various phases of development.

Its consultants are based in Europe and in North America, but also carry out assignments in Asia and in Latin America. Stonehaven has a unique global perspective and is constantly breaking barriers and extending partnerships to innovative life sciences companies.

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