

# Press Release

06 February 2013

## *Hall & Partners Health Appoints Soumya Roy, PhD Managing Partner*

London and New York, 06 February 2013 – Hall & Partners Health, a specialist division of Hall & Partners dedicated to healthcare and pharmaceutical brand marketing and communications research, has announced a series of promotions including appointing Soumya Roy, PhD as Managing Partner of the US Health practice. The promotions are part of the agency's charter to build exceptional strategic talent to meet the growing needs of their health and pharmaceutical clients worldwide.

Roy takes charge of the agency's US health team based in New York City and Chicago and is responsible for servicing global clients. He will continue to report to Abigail Stuart, Global Head of Hall & Partners Health. Since joining the agency in 2010, Roy has leveraged his marketing and analytic expertise to guide the team in developing new approaches for integrating social insights and behavioural economics into qualitative and quantitative research.

"We are delighted that Soumya will be bringing his experience and energy to a broader role at Hall & Partners" commented Global Head of Health, Abigail Stuart. "This is an exciting time of growth in our Health practice and we are certain that our clients will benefit from Soumya's passion for research, strategy and innovation."

"Soumya has natural leadership skills and one of the finest strategic minds in the healthcare arena. I am delighted by his promotion to US Managing Partner of Health." Vanella Jackson, Global CEO of Hall & Partners

For media and press enquiries, please contact:

**Di Adams**

*Marketing Executive*

**T:** +44(0)20 71734509

**E:** [d.adams@hallandpartners.com](mailto:d.adams@hallandpartners.com)

**W:** [www.hallandpartners.com](http://www.hallandpartners.com)

### Notes to editors:

#### About Hall & Partners Health

*Hall & Partners Health is the specialist division of Hall & Partners dedicated to healthcare & pharmaceutical marketing research. Hall & Partners ([www.hallandpartners.com](http://www.hallandpartners.com)) is a leading global research boutique, specializing in brand engagement and communications research. Their innovative Engager™ framework provides a new way to*

*measure how people engage with brands and has helped revolutionize the way the advertising industry thinks about brand engagement. Hall & Partners carry out research in over 70 countries, and have offices in Chicago, Los Angeles, New York, Seattle, London, Melbourne, Singapore and Sydney. Hall & Partners is part of the Diversified Agency Service, a division of Omnicom Group Inc.*

**About Diversified Agency Services**

*Diversified Agency Services (DAS), a division of Omnicom Group Inc. (NYSE:OMC) ([www.omicomgroup.com](http://www.omicomgroup.com)), manages Omnicom's holdings in a variety of marketing communications disciplines. DAS includes over 200 companies, which operate through a combination of networks and regional organizations, serving international and local clients through more than 700 offices in 71 countries.*

**About Omnicom Group Inc.**

*Omnicom Group Inc. ([www.omicomgroup.com](http://www.omicomgroup.com)) is a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.*