

PRESS RELEASE

New MGP Sales Team

Friday, 4th June 2010. MGP, publisher of *Guidelines*, *Guidelines in Practice*, *Medendum*, and the *eGuidelines.co.uk* website is delighted to announce that Ed Senior has been promoted to Sales Manager. Ed, who joined MGP from Astra Zeneca in 2001, will be heading up the sales team and will also continue to develop the business with his major pharmaceutical clients.



Pictured are Carol Pearce, Ed Senior, Rob Davey

Additionally, Rob Davey has been seconded to Business Development Manager and will also be visiting industry clients, while Carol Pearce will support MGP's field-based activities through the in-house coordination of advertising and journal projects in her role as Business Development Executive (telesales).

MGP's Managing Director Ivor Eisenstadt commented, 'These changes will enable MGP to further support its clients through the development of effective and innovative guidelines-based projects and publications that meet the needs of healthcare professionals, patients, and the industry.'

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