

Tobe Freeman, PhD

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Age: 40, Work Permit B, Australian



Professional profile

Communications consultant with experience in finance & pharma

PhD (Brain sciences), University of Oxford, UK

Roles & Experience

In industry

Co-founder, wordup communications gmbh, December 2006 - Present

- ❑ Specialized communications firm serving research intensive industries

Director, Marketing & Media, Swiss Finance Institute, September 2007 - June 2009

- ❑ Responsibility for marketing and communications activities including press releases, websites, corporate newsletter, marketing materials (print/electronic)
- ❑ Budgeting & planning, managing external partnerships
- ❑ Main activities: planning, design & distribution of print/electronic media

Head of Public Relations, Genedata AG, Basel, CH, January 2006 - August 2007

- ❑ Independent coordination role with responsibility for relations with the press & the publication of scientific & technical materials
- ❑ Direct involvement in business development
- ❑ Main activities: planning, design & production of print/electronic media

Scientific Writer, Genedata AG, 2003-End 2005

- ❑ Design & production of client training materials, scientific publications
- ❑ Main activities: writing single-source documentation (print & online), writing & coordination of scientific publications

In research

Scientist, Inst. of Neuroinformatics, ETH Zurich, CH, 1999-2002

Scientist, Inst. of Neurology, London, UK, 1997-1999

- ❑ Post-doctoral fellow in small, dynamic research teams
- ❑ Management of sophisticated neuroscience research laboratories
- ❑ Supervisory responsibility for doctoral students and technical workers

Education

Research training in biomedical sciences

- ❑ PhD, Brain sciences

Lab. of Physiology, University of Oxford, UK 1993-1997

- ❑ Honours (first class) Physiology, Awarded from Institute of Advanced Studies

Australian National University (ANU), Canberra, Australia 1992

- ❑ Bachelor of Science (Physiology, Psychology and Philosophy)

ANU, Canberra, Australia 1988-1991

Biographical profile

Matrix-style director of communications utilizing a suite of digital tools to plan, design & realize innovative projects in print and online. I have lived & worked in Europe & Australia. I live with my partner & child in Zurich, Switzerland.