

## **Tangent90 appoints Gemma Cholerton as Marketing Director.**

### ***Gemma brings extensive marketing experience from the healthcare and life sciences industry.***

London, United Kingdom – 3<sup>rd</sup> August 2021: [Tangent90 Ltd](https://www.tangent90.com/), a leading technology company developing innovative solutions that enable pharma to overcome the challenges of sharing scientific digital content with healthcare professionals (HCPs), welcome the appointment of Gemma Cholerton as Marketing Director.

Gemma joins from global pharmaceutical regulatory solutions provider, PharmaLex, where she held a senior marketing role, leading the marketing strategy for online and digital, brand implementation and PR. In moving to Tangent90, Gemma saw an opportunity to help the company formalise its marketing activities and support its ambitious growth plans.

“It is an exciting opportunity to join a company that is seeing significant growth, despite the challenges of the last 18 months”, explained Gemma. “Tangent90 are ahead of the curve when it comes to digital engagement through copyright scientific content and with the momentum shifting in pharma to drive the adoption of digital solutions, there’s a real opportunity to showcase what we can do”, she added.

“As growing company, we recognised the need to add structure to our marketing efforts”, explained Jan van den Burg, CEO at Tangent90. “Gemma’s experience is a clear advantage and will enable us to optimise the opportunity to support pharma in taking their digital communications to the next level”, he added.

**ENDS**

### **Notes to Editors:**

#### **About Gemma Cholerton**

Gemma Cholerton has over 21 years’ experience in integrated marketing, in healthcare and the life sciences industry.

Prior to joining Tangent90, Gemma spent time working in pharmaceutical regulatory affairs, healthcare IT PR, diagnostics and imaging and publishing. Her roles have focused on developing an online presence, driving social media engagement and building thought leadership.

#### **About Tangent 90**

Founded in 2009, Tangent90 has evolved from a project-based software company into a trusted, global partner in cloud solutions for the pharmaceutical industry

Tangent90 is best known as the creators of Trustrack, the go-to software solution that enables Pharma to effectively share and manage peer-reviewed science, to drive virtual and meaningful engagement with healthcare professionals.

<https://www.tangent90.com/>

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