

Tangent90 Strengthens Account Management Team with Appointment of John Robson

John brings extensive digital experience from the healthcare and life sciences industry.

London, United Kingdom – 09 March 2022: [Tangent90 Ltd](#), a leading technology company that enables pharma to overcome the challenges of sharing scientific digital content with healthcare professionals welcome the appointment of John Robson as Account Director.

John joins Tangent90 Limited from humun Ltd where, in a Business Development and Account Management role, he supported multiple pharmaceutical clients in the development of digital solutions including web, CLM and e-detailing solutions as part of their wider digital eco-system.

“I am really excited to be joining Tangent90, at a time where we are seeing the true potential and growth of engagement through the distribution of copyright scientific content,” John explained. “I look forward to working with the team in delivering solutions that lead to greater and more meaningful engagement with Healthcare Professionals using their digital channels of choice”, he added.

“We are experiencing a significant period of growth and with that the need to rapidly scale the team to ensure we are able to continue delivering a high-quality service for clients”, explained Jan van den Burg, CEO, Tangent90. “John brings extensive digital experience in the healthcare and life sciences industry which will prove valuable for our customers as well as our internal team”, he added.

ENDS

Notes to Editors:

About Tangent 90

Tangent90 enables pharma to drive better access and ongoing engagement with healthcare professionals using innovative digital solutions to distribute and support communication of scientific copyright content.

Utilising our extensive knowledge of the life sciences industry and working with a network of partners we trust and who trust us, we offer unique solutions which address an important and often over-looked requirement – copyright compliance.

We go beyond expectation – supporting our customers by providing guidance to deliver content and expedite the MLR (medical, legal and regulatory) process and working alongside our partners to offer unique capabilities which help safeguard the longevity of their business processes.

Together we deliver fast, cost-effective, compliant distribution of scientific content that meets the needs of HCPs, and enables the pharmaceutical industry to manage efficiencies and drive successful customer engagement.

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

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