

## Research Partnership Hires Pharma MR Veteran

In London, pharma specialist The Research Partnership has appointed TNS Healthcare veteran David White as Director of Syndicated Services, to oversee the development and positioning of the firm's expanding portfolio of solutions.

The Research Partnership – which is headquartered in London, with offices in [Philadelphia](#), [Toronto](#), and Singapore – offers a full range of market research services to pharma brands.

White joins with around 28 years' pharma market research experience, having previously held director-level positions in research, sales, marketing, account management and product development.

He worked at TNS for 20 years, where he was latterly Director for New Product Development and Marketing in the firm's healthcare division. Most recently, he was Interim Head of Marketing at Dr Foster Intelligence, prior to which, he worked at BMRB and Nielsen.



In his new role, White will focus on the firm's global online tracking tool Therapy KnowlEdge, which offers real-time data relating to patient information, market share and switching habits.

Commenting on the appointment, co-founder Mark Jeffery said: 'David will be a great asset to our organisation, and I am sure his expertise and knowledge will ensure we continue to develop an innovative, client-focused and cutting edge suite of products.'

Web site: [www.researchpartnership.com](http://www.researchpartnership.com) .