

SURVEYHEALTHCARE APPOINTS ANTONIO TROPEA AS MANAGING DIRECTOR, EUROPEAN BUSINESS DEVELOPMENT

MARCH 1, 2018, LONDON, UK: SurveyHealthcare (*formally SHC Universal*), a market leader in custom healthcare survey solutions and online data is pleased to announce the appointment of Antonio Tropea as Managing Director of EU Business Development.

In his new role, Antonio will lead account planning efforts in the EU region, by providing consultative and solutions-oriented services to existing and prospective accounts. He brings over a decade of healthcare market research experience to the firm.

“SHC has invested significant resources in building a substantial EU footprint across the last 24 months,” said Philip Sofia, President, SurveyHealthcare. *“This market has been a strong source of growth for us, which made choosing the right person for this role critical. Even so, the decision to bring Antonio on board to run our EU sales effort was a simple one. Not only does he have a long track record of success in healthcare market research, but he also brings a sterling reputation as a trusted client advocate and thought partner.”*

Antonio joins SurveyHealthcare from M3 Global Research, where he held the role of Business Development Director for their London, UK division. Prior to his tenure at M3, and for 7 years, he held multiple roles at All Global (WPP Group), including Client Service Account Manager for their UK region.

“His values align very well with ours – we are a client-first organization driven to deliver Perfect Data globally,” said Jerry Arbittier, CEO, SurveyHealthcare, who also served as President for All Global during Antonio’s tenure. *“We couldn’t be happier to have Antonio representing SHC’s services and values to our European clients.”*

About SHC

For over 15 years, SurveyHealthcare has been providing access to physicians, allied healthcare professionals, payers, decision makers and key opinion leaders around the world. It provides project management, sample access and custom survey solutions to a variety of market research firms, management consulting firms, big data companies, and a variety of other end-users. For more information, visit www.surveyhealthcare.com.