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Merck wins Life Science Industry Award

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The Life Science Industry Awards have been presented every other year since 2002



Merck has announced that it has been recognized by BioInformatics LLC with a 2018 Life Science Industry Award for best use of social media.

Renee Connolly, head of Communications & Corporate Responsibility, Life Science, at Merck said, “This recognition reflects the opinions of our scientific customers and industry peers. Congratulations to our global Life Science Communications and Digital Marketing teams for creating and executing a top-notch social and digital strategy that clearly is working to engage our customers with content that educates and inspires them to solve their toughest problems.”

Craig Overpeck, CEO of BioInformatics said, “Science has always depended on communicating important findings with others. Social media is changing the way we communicate with each other and Merck is exceling at using this always evolving medium.”

Merck was selected for the award through a survey of more than 2,000 scientists from around the world who are engaged in all major life science facets of basic and pre-clinical research and pharmaceutical research and development.

The Life Science Industry Awards have been presented every other year since 2002. The scientists who voted are all members of The Science Advisory Board®, a global online community of scientific and medical professionals owned and managed by BioInformatics Inc. since 1997.