

Imprimis announces key leadership appointments

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Imprimis PR, one of the leading communications consultancies in India with focus on the healthcare and pharma sectors, announced key leadership appointments in New Delhi. The firm will be undertaking a thorough forensic audit with Ernst & Young after the immediate release of the former CEO Mr. Aman Gupta and set the stage for implementing its future expansion plans.

Strengthening its leadership team, Imprimis has appointed Ms. Gracelle Gerber, a seasoned communication professional with expertise in reputation management and strategic advocacy and former SVP International at Baird's, as the CEO of Imprimis. Gerber joins Imprimis with international expertise and experience in the healthcare and pharma sector as well as industries like ICT, manufacturing, consumer, agriculture and tourism. She has worked extensively across India, Africa and Brazil. Included amongst a wide range of global FDI clients, she was the lead strategic business director for the Tata Group in Africa over the past decade, before moving to India on a full-time basis.

Ms. Nymphia Vishin, formerly the Chief Strategy Analyst at Imprimis, has been appointed the Deputy CEO of the firm. Vishin has been associated with Imprimis for over seven years, working in various leadership positions assisting key clients for their communication mandates. Her experience of working with clients, cutting across a diverse set of industries, gives her the ability to understand business complexities and successfully design communication programs that are suited to specific local needs.

Ms. Tanya Kewalramani has also been inducted as the Chief Science Communications Officer at Imprimis. Kewalramani, a Science Communications professional, holding a Masters degree from the prestigious Australian National University, will be responsible for building the biotechnology division for Imprimis in the coming years.

Dilip Cherian, Consulting Partner, Perfect Relations Group said, "As a team we are getting aggressive and looking at opportunities to scale new heights. We will be looking at new sectors and vectors of growth. Our aim is to conquer new skills of having people who have the confidence of the skills they possess so that we can look at providing services that were never before possible. Today, client needs are based on the fact that the markets are extremely competitive. Knowledge and constant practice with the much needed quality will aid in achieving far more growth and help sustaining it in the long run."

The appointments are in line with the company's overall plans to expand presence in the Indian markets and strengthen its position across key sectors including biotechnology, education, retail and corporate other than the healthcare and pharma domain in which it's already a leader.