

people  purpose

AXON: WHO WE ARE

Healthcare communications specialists at the forefront of life-changing communications



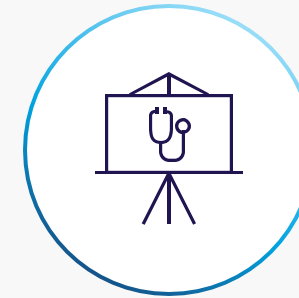
Network of **300+** healthcare communications specialists and 1,000 colleagues



50+ PhDs, MDs, PharmDs and RDs



Global footprint



Deep **heritage and expertise** in healthcare insights, creative strategy and communication



WE ARE PART OF A GLOBAL POWERHOUSE OF SPECIALIST COMMUNICATIONS AGENCIES



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ABOUT US

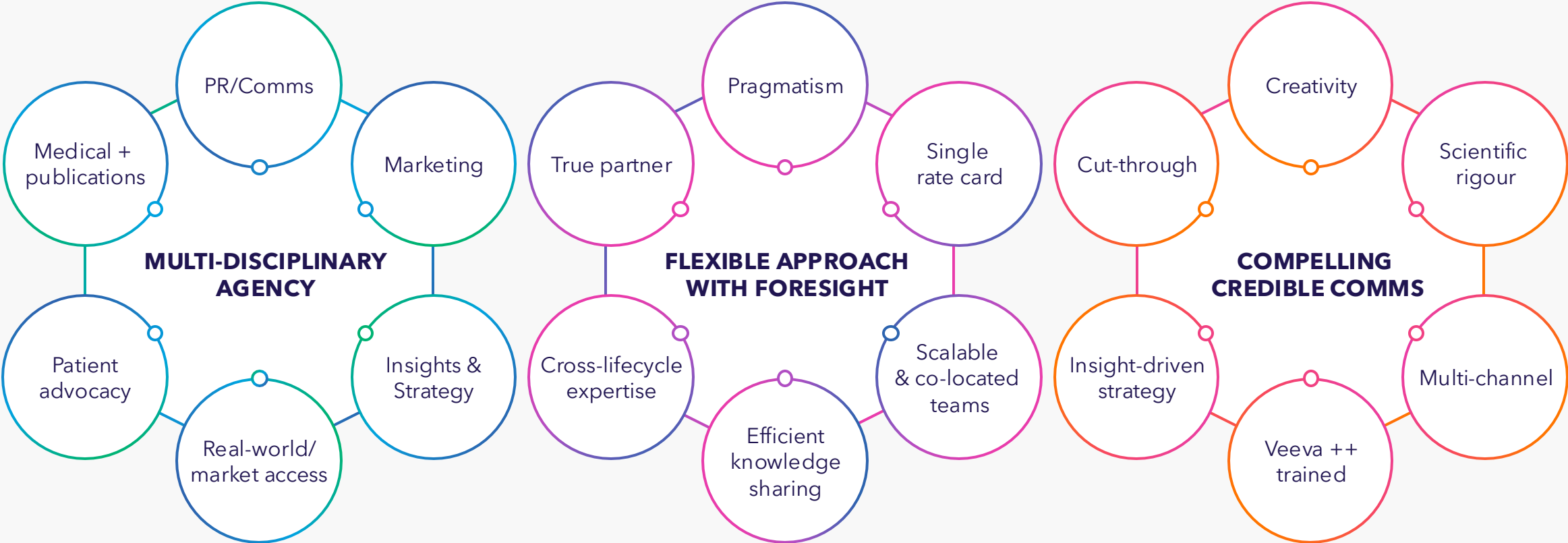
Our business is to ignite change in healthcare through the power of communication. This demands we find new ways of thinking and doing, every day.

Our work matters – because good communication can improve lives.

At the core of every scientific innovation and medical advancement, there is a simple and compelling story to be told. We know how to tell that story, how to use the right tools to reach the right audiences at the right time, to provoke meaningful change.



WHAT CAN AXON OFFER YOU?



OUR SERVICES

AXON

MARKETING

We accelerate commercial success through consultative partnership, considered thinking & confident creativity.

AXON

CLINICAL STUDIES

From study start to finish, we elevate each communication touchpoint for successful study completion.

AXON

ADVOCACY

We help industry, advocates and other stakeholders drive meaningful change in health. Collaboration and co-creation are at the heart of how we bring communities together.

AXON

MEDICAL

We distil complex science into evidence-based strategies and compelling communications, delivered with originality and precision.

Our work ignites scientific exchange that transforms the medical landscape and improves lives.

AXON

REAL-WORLD

Insights-driven communications harness real-world evidence, demonstrate value and help secure access.

We inform, engage and mobilise the right stakeholders to shape the healthcare environment and improve patient outcomes.

AXON

COMMUNICATIONS

We craft stories that catalyse change in healthcare.

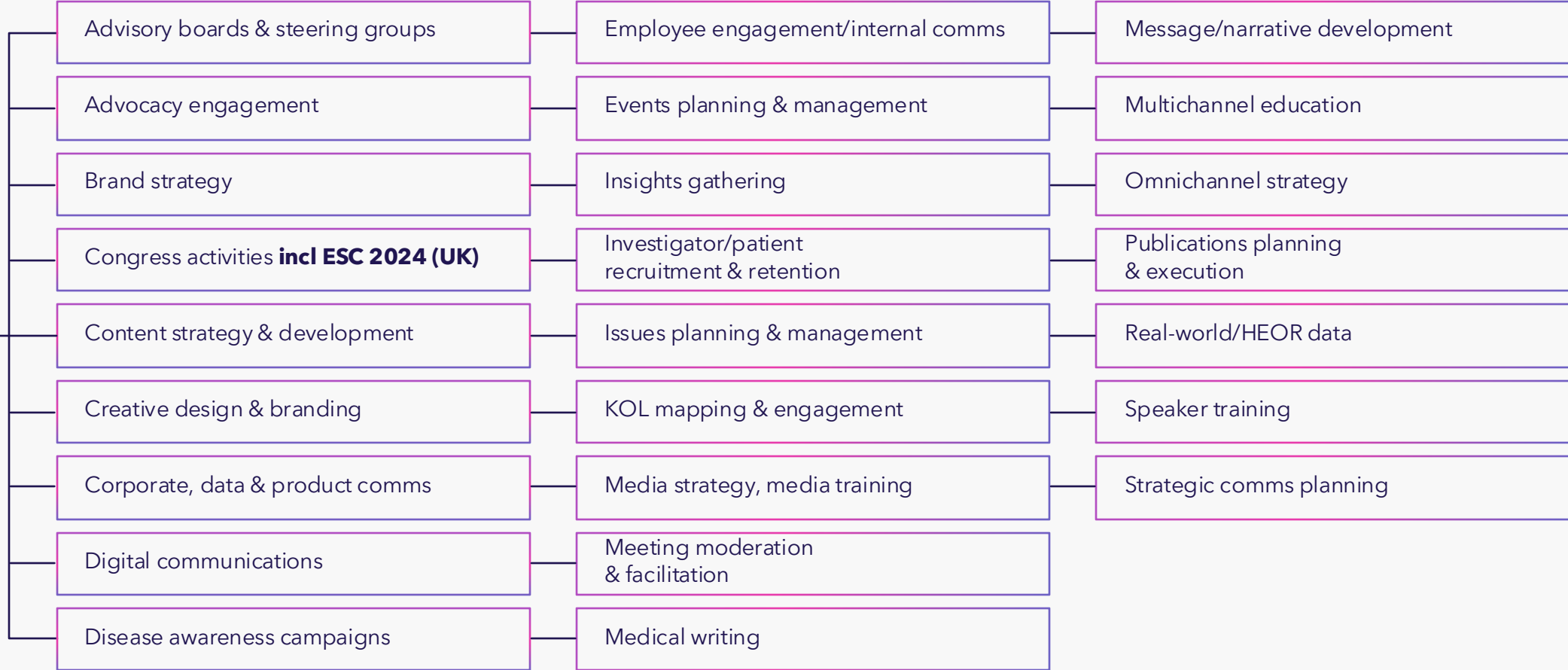
We lead with insights to build strategies that connect you with the people who matter.

AXON

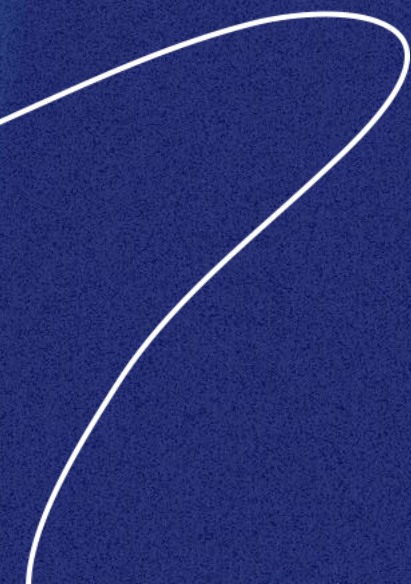
INSIGHTS



WHAT WE DO FOR OUR CLIENTS



experts  energy



Hello from the team

Senior support:



Tina Hahn | President and Managing Partner

Tina Hahn, AXON's President and Managing Partner, leads the agency globally, bringing over 25 years of experience in medical communications. Based in Copenhagen, she combines a strong Nordic perspective with global leadership, steering AXON's strategy and client partnerships across Europe, North America, and beyond.

Tina's background combines agency excellence with in-house industry experience, having previously led the Medical Affairs department of a major Danish medical device company. She draws on her extensive expertise in strategic communications, scientific education, and leadership development to guide clients through complex challenges from product launches and publications to advisory boards, symposia, and training programmes.

With a PhD in Pharmacology from the University of Copenhagen and an Executive MBA from Henley Business School, Tina pairs scientific rigour with business acumen. Fluent in Danish and English, and with an understanding of Swedish and Norwegian, she thrives on building strong partnerships and helping organisations achieve clarity, impact, and growth.



Sam Petyan | Senior Director, Marketing

Sam leads the Creative Marketing practice at AXON. Creativity is one of the first consultative lenses we apply in the planning of our clients' business; since it's the key ingredient in bringing innovation to businesses and brands. Sam has led agencies, brands and businesses.

He firmly believes in the importance of provocation to stimulate a discussion, and hopefully a revelation. A radial-thinker, he likes to perceive a problem from multiple angles - because "Time spent in sharpening the axe may well be spared from swinging it".

Sam has worked across a wide range of TAs, audiences, life-cycle stages and challenges; which allows for experience, proxies and precedent to be considered for application, where appropriate.

Hello from the team

Marketing core:



Beth Kingsford | Client Service Director

Beth champions the role of building long-standing and strong partnerships with her clients and team.

She enjoys working to identify why certain behaviours are happening and what an organisation or brand can do to help alleviate challenges through their unique value offering.

Beth is passionate about creative storytelling, having delivered workshops on this in the past.



Jax Beling | Creative Director

Jax has been a passionate creative solutions advocate for the last 20 years with focus on developing ideas that matter.

Her background spans design, education, and communications — from lecturing in higher education to leading creative campaigns across pharma, engineering, and FMCG sectors. Known for finding inspiration in unexpected places (sometimes quite literally under a microscope),

Jax brings curiosity and originality to every project

Hello from the team

Marketing core:



Matt Forsyth | Associate Director

Matt is a client services leader with over 15 years' experience across pharmaceutical creative marketing, and healthcare education.

He builds communications that connect science with human insight to drive understanding and positive change.

Matt partners with clients to shape strategies and campaigns that make complex the clear, credible, and compelling.



Olivia Hosang | Senior Account Executive

With 2 years of experience in pharmaceutical communications, Olivia plays a key role in ensuring the smooth delivery of projects, events and workshops. She is known for her calm efficiency, proactive and supportive attitude, and ability to keep things running seamlessly behind the scenes.

Olivia's focus on detail and collaboration ensures that every project is executed with care, creativity and purpose.

Hello from the team

Medical core:



Laura Ortman | Senior Account Director

Laura is a trusted partner to leading life science organisations, bringing over two decades of experience in healthcare communications. Her mission is to turn complex science into strategies and stories that create real impact for patients, healthcare professionals, and the wider health ecosystem. Laura's career spans both the UK and the Nordics, where she has led high-profile programmes across medical affairs, publications, advocacy, and commercial strategy.

She thrives on guiding clients through the full spectrum of communications challenges from early clinical development through to launch and beyond, ensuring clarity, compliance, and creativity at every step.

Driven by curiosity and a passion for clarity, Laura excels at making the complex simple and the urgent actionable. Whether shaping communications strategy, fostering meaningful stakeholder engagement, or ensuring seamless execution, she brings a sharp strategic eye and a collaborative spirit.



Leni Vandekerckhove | Associate Principal Medical Writer

Leni has a PhD in Pharmaceutical Sciences and has a broad background spanning pharmaceutical research, early development, and advanced scientific communication.

She supports development of high-quality scientific materials for projects in both medical affairs and publications, covering diverse therapeutic areas including diabetes, gastroenterology, cardiovascular and kidney disease, neurology, fertility, and dermatology. Her experience extends to reproductive health, where she has created scientific content supporting both pharmaceutical treatments and medical devices.

Leni combines scientific depth with clear communication to translate complex data into impactful and accessible narratives.

Hello from the team

eventSPACE:



Micheal Edwards | Managing Partner

Michael has been working in the meeting and events industry for 14 years. He has also worked with LEGO, Honeywell, Ferrari, Mercedes and Apple. His experience working with a wide variety of clients has meant that he has been able to bring the latest industry innovations and incorporate them for meetings. Michael has Produced meetings and congress for Pharma Clients in over 45 trials and across 13 years.



Harry Banks | Senior Producer

Harry is our live production expert with extensive experience in the UK's Broadcast TV industry, having worked with BBC, ITV, Channel 4, Sky, Nickelodeon, and YouTube. He excels in fast-paced entertainment shows and has recently delivered several large-scale high budget conferences and congresses.

Hello from the team

eventSPACE



George Kirkpatrick | Senior Creative

George brings 7 years experience working within both design and brand experience agencies covering motion, print/digital graphics and video. His clients have included Levi's, Converse and Kings College. It's his passion for brand consistency that will ensure events are delivered to the precise brand standards every time.



Elliott Howarth - Johnson | Senior Studio Manager

Backed by 12 years of broadcast excellence, Elliott our Senior Studio Manager stands as Scandinavia's top director and a pioneer in virtual world production. His skills as a dynamic speaker trainer and studio strategist elevate teams and transform ideas into standout experiences.