SHANIDA HELENA NATARAJA

PERSONAL DETAILS

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EMPLOYMENT HISTORY

2010–2011 **AXON Communications; editorial and scientific director**

Current responsibilities include:

- High-science and strategic input into new business activities and pitch attendance
- Strategic, scientific and editorial input into new and existing accounts as needed
- Implementation of in-house medical writing training programme to ensure high standards are maintained across the agency
- Coaching and mentoring of in-house staff on editorial issues, and implementation of editorial processes, such as AXON's style guide, editorial handbook, and quality control processes
- Writing support and review of materials produced on new and existing accounts as needed
- Trouble-shooting issues on existing and new accounts as needed

Main therapeutic areas include oncology (breast, prostate, gastric, colorectal, lung, head and neck cancers, chemotherapy-induced nausea and vomiting), cardiovascular health (atrial fibrillation, hypertension, chronic heart failure, cardiac devices), gastrointestinal disorders (chronic constipation), urology (urinary incontinence, overactive bladder), psychiatry (bipolar disorder, schizophrenia, depression), respiratory diseases (asthma, allergic rhinitis) and metabolic disorders (obesity, diabetes, metabolic syndrome).

Recent projects include:

- Patient and healthcare provider materials
- Strategic publication planning
- Thought Leader engagement programme
- "Inside the Mind of a Thought Leader" internal training
- Independent, peer-reviewed newsletter
- Medical education programme

2009–2010 **Medicus International (Publicis Healthcare Communications Group); senior scientific director**

Responsibilities included the following:

- Head of Scientific Services department, with line managing responsibility for Associate Scientific Directors/Scientific Directors
- High-science and strategic input into new business activities and pitch attendance
- Involvement in key strategic projects, including communication strategy workshops, strategic publication planning, competitor intelligence and
- In-house medical writing training programme to ensure high standards are maintained across the agency, and in line with the agreed personal development goals for each medical writer

- Coaching and mentoring client service teams on new therapy areas and products
- Writing support and review of all materials produced on new and existing accounts to ensure high quality deliverable
- Trouble-shooting with regards to medical writing activities on existing and new accounts

Main therapeutic areas include oncology (breast, prostate, gastric, colorectal, lung, head and neck cancers, chemotherapy-induced nausea and vomiting), cardiovascular health (atrial fibrillation, hypertension, chronic heart failure), psychiatry (bipolar disorder, schizophrenia, depression), respiratory diseases (asthma, allergic rhinitis) and metabolic disorders (obesity, diabetes, metabolic syndrome).

2007–2008 **Discovery London (Publicis Healthcare Communications Group); scientific director**

Responsibilities included the following:

- High-science input into new business activities and pitch attendance
- Coaching and mentoring medical writing teams on new therapy areas
- Senior medical writing support and review of all materials produced on new accounts to ensure high quality deliverable
- Provision of medical writing training to all medical writers to ensure high standards are maintained across the agency, and in line with the agreed personal development goals for each medical writer
- Trouble-shooting with regards to medical writing activities on existing and new accounts
- Ensuring alignment of all writers with in-house medical writing processes
- Close collaboration with Editorial Department and Managing Director to ensure implementation and refinement of in-house quality control and referencing processes

2005–2007 **Discovery London (Publicis Healthcare Communications Group); senior medical writer**

Involved in the delivery of the following projects:

- Scientific symposia
- Patient/nurse information booklets
- Manuscripts for publication in peer-reviewed journals
- Online patient support programmes
- Training materials
- Advisory board meetings
- Slide kits (physicians and sales reps)

2001–2005 **Dianthus Medical Limited; senior medical writer**

Projects included the following:

- Manuscripts for publication in peer-reviewed journals (>30)
- Regulatory documents, including clinical study reports and protocols, investigator brochures, and clinical overviews
- Abstracts and poster communications for scientific meetings
- Website design, creation, maintenance, and internet publishing

Main therapeutic areas included neuroscience, oncology, dermatology, pain, allergy, gastrointestinal disorders, immunology, cardiology and psychiatry.

1999–2001 **Johns Hopkins University School of Medicine; research fellow**
Designed a research project investigating long-term changes in the excitability of deep cerebellar neurons and their involvement in motor learning.

1997–1999 **City of Westminster College; lecturer**
Designed a series of neurophysiology lectures for trainee EEG technicians, as part of the National HNC module. Planned and assessed associated coursework and examination questions.

1996–1997 **Wellcome Centre for Medical Science; explainer**
Demonstrated science workshops to schoolchildren, conducted tours of the Science for Life exhibition and presented lectures on cutting edge scientific developments.

1992 **Hammersmith Medicines Research; research assistant**
Active involvement in the recruiting of volunteers for Phase I clinical research trials. Designed/compiled results of patient questionnaire.

EDUCATION

1995–1998 **Department of Physiology, University College London (UCL)**
PhD studentship in neurophysiology
I investigated synaptic plasticity in the pre-frontal cortex of the rat, under the supervision of Dr Lynn Bindman. I also had extensive teaching responsibilities, demonstrating physiology practicals to 1st and 2nd year science and medical students. Tutorials to 1st year physiology students.

September 1997 **Plymouth Microelectrode Techniques Workshop**
I attended this one-week intensive practical electrophysiology course, learning a number of cutting-edge research techniques.

1992–1995 **Department of Physiology, UCL**
BSc First Class Hons (Human Science and Neuroscience).

1989–1991 **Lady Margaret School, London**
3 'A' Levels: Biology [A], Chemistry [A] and Physics [B]; 11 GCSEs: 10 at grade A.

PROFESSIONAL ASSOCIATIONS AND PRIZES

1994 J. Z. Young prize for academic excellence awarded by the Department of Anatomy and Developmental Biology, UCL.

1995 Commendation for overall best achievement on graduation awarded by the Department of Anatomy and Developmental Biology, UCL.

- Web Manager of the website of the European Medical Writers Association (EMWA) (www.emwa.org), member of EMWA's Executive Committee and EMWA workshop leader (Web Wizardry [Professional Techniques] and How to Develop a Communication Strategy for Your Brand])
- Completed EMWA Professional Development Programme (EPDP) Certification including the following workshops:
  - The Clinical Study Protocol – Data Presentation Part I and II
  - Clinical Study Design – The Biomedical Paper
  - Writing Clinical Study Reports using ICH E3 – Essentials of Editing & Proofreading
  - The Investigator's Brochure – Syntax Flaws: Taxonomy/Revision

- From Protocol to Study Report
- Quality Control
- Marketing Your Manuscript
- Statistical Thinking for Medical Writers
- Targeting Your Audience
- Information Sources for Medical Writers
- Publication Strategy and Planning
- Syntax, Meaning and Word Order
- Advanced Publication Strategy
- Punctuation
- Kaplan–Meier Analysis

- Member of the Society for Authors
- Member of the Scientific and Medical Network

OTHER SKILLS

- Microsoft Office
- EndNote
- Datavision
- Website design and maintenance: Dreamweaver and Joomla! Content Management System
- Maconomy

SELECTED PUBLICATIONS

Nataraja SH. *The Blissful Brain: Neuroscience and the Proof of the Power of Meditation* (Gaia Thinking). Published by Gaia Books Ltd in the UK in March 2008 (US launch April 2009). ISBN-10:1856752916/ISBN-13:978-1856752916.

Nataraja SH. *How to find silence amid the noise*. Guardian and Observer, Massage and Relaxation Guide, July 05 2008.

Nataraja SH. Article on *The Blissful Brain: Neuroscience and the Proof of the Power of Meditation*. Network Review, Journal of the Scientific and Medical (SMN), Summer 2008

Devulder J, Richarz U, Nataraja SH. Impact of long-term use of opioids on quality of life in patients with chronic, non-malignant pain. *Curr Med Res Opin* 2005; **21**:1555–68

Morris SH, Knevett S, Lerner EG, Bindman LJ. Group I mGluR agonist DHPG facilitates the induction of LTP in rat prelimbic cortex *in vitro. J Neurophysiol* 1999; **82**(4):1927–33.

Vickery RM, Morris SH, Bindman LJ. Metabotropic glutamate receptors are involved in long-term potentiation in isolated slices of rat medial frontal cortex. *J Neurophysiol* 1997; **78**(6):3039–46.