

# SHANIDA HELENA NATARAJA

## EMPLOYMENT HISTORY

2009–

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

Current responsibilities include:

- Head of Scientific Direction department, with line managing responsibility for all scientific directors and associate scientific directors
- High-science input to new business activities and pitch attendance
- 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

2007–2008

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

Recent responsibilities have included the following:

- High-science input to 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 processes

2005–2007

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

Recent projects have included the following:

- Scientific symposia
- Patient/nurse information booklets
- Manuscripts for publication in peer-reviewed journals
- Online patient support programmes
- Training materials
- Advisory board meetings

Main therapeutic areas include neuroscience (insomnia), oncology (breast, prostate, gastric, colorectal, lung, and head and neck cancers), cardiovascular health (atrial fibrillation, hypertension), psychiatry (bipolar disorder, schizophrenia), respiratory diseases (asthma) and metabolic disorders (obesity, diabetes, metabolic syndrome).

- 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 include 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 a 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 1<sup>st</sup> and 2<sup>nd</sup> year science and medical students. Tutorials to 1<sup>st</sup> 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.

- Member of the European Medical Writers Association (EMWA)
- Completed EMWA Professional Development Programme (EPDP) Certification including the following workshops:
  - The Clinical Study Protocol
  - Clinical Study Design
  - Writing Clinical Study Reports using ICH E3
  - The Investigator’s Brochure
  - From Protocol to Study Report
  - Quality Control
  - Marketing Your Manuscript
  - Data Presentation Part I and II
  - The Biomedical Paper
  - Essentials of Editing & Proofreading
  - Syntax Flaws: Taxonomy/Revision
  - Publication Strategy and Planning
  - Syntax, Meaning and Word Order
- Enrolled for advanced EPDP certificate
  - Statistical Thinking for Medical Writers
  - Advanced Publication Strategy
- Web manager of EMWA’s website ([www.emwa.org](http://www.emwa.org)) and EMWA workshop leader
- Member of the Society for Authors
- Member of the Scientific and Medical Network

## TALKS AND OTHER MEDIA ENGAGEMENTS

- Experience in public speaking, including talks at the Baptist Medical Health Center (Florida, US), the Scientific and Medical Network (London, UK), the School for Economic Sciences (London, UK), and the London Centre for Christian Meditation (London, UK) and the World Community for Christian Meditation (WCCM) Annual Conference (Stirling, UK)
- Experience in media interviews, including appearing on Nexus, ‘*Meditation in the Modern World*’ (PressTV) and *The Late Show* with Jumoké Fashola (BBC London 94.9FM) to promote *The Blissful Brain*, as well as being interviewed for articles in The Guardian G2 Magazine, Eve Magazine, Manchester Evening News, New! Magazine, and The Sunday Telegraph, Stella Magazine.

## 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, Knevet 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.