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BOSTON, USA – Alira Health ([www.alirahealth.com](http://www.alirahealth.com)), a leading international healthcare and life sciences advisory firm, is pleased to announce a new collaboration with Mark Inigo Jones, an industry leader in European parallel trade of pharmaceutical products. Mark brings his extensive knowledge, implementation, and operational experience in effective strategies for parallel trade management initiatives to the firm's Market Access practice and Parallel Trade practice. The firm's clients, which includes over 50% of the top 100 pharmaceutical companies, will benefit from this enhanced service offering, which aligns closely with the firm's market access, pricing, and reimbursement services.



Shaped on best practices developed through his years at Novartis, Mark's collaboration with Alira Health rounds out a new team focused on supporting clients in increasing profitability and protecting brand reputation through dedicated initiatives for effective parallel trade management. Using an innovative, data-driven approach, the Alira Health team has extensive operational experience and a record of achievement in supporting clients as they develop and implement successful EU-compliant distribution strategies. A cornerstone of Alira Health's Parallel Trade practice is to help companies develop their internal capabilities in effective parallel trade corporate governance.

Previously, Mark was the Head of European Trade at Novartis, where he developed

