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ASIA EDITION

# SPAG makes strategic move in SE Asia

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**Company appoints Priyanka Bajpai to spearhead business development practices, based in Singapore**



Headquartered in Singapore, healthcare communications firm, SPAG (A Strategic Partners Group enterprise), has appointed Priyanka Bajpai as New Business Development Head. SPAG has an existing presence across South East Asia and this is a strategic move for the organization as the firm expands its foothold in the region. Ms Bajpai will be responsible for business development and networking across SEA region. She will closely work with partners for managing relationships as well as supporting growth plans in the region within Healthcare and Pharma space.

Ms Bajpai brings over a decade of Marketing & Communications experience in Healthcare and Pharma industry along with a deep understanding of APAC life-sciences space.

“I am looking forward to be part of an established market leader in the Healthcare Public Relations and Advocacy space”, says Ms Bajpai. “Singapore prides itself as a leader in incubating and developing an innovative and future-focused life-sciences ecosystem and is therefore a perfect launchpad for building SE Asia as the next growth engine for SPAG. The company is well-renowned for its creative thinking, a research mindset and in creating measurable impact for their healthcare partners. This strategic move is therefore a milestone in strengthening SPAG’s market niche, and I am very excited to become a contributor to company’s growth story in the region.”

Managing Partner of SPAG, Aman Gupta said, “As Singapore continues to transform into a powerful global hub of creativity and innovation, we are excited to further expand our presence and services in SE Asia market. Responding to a growing

client demand for regional agency representation, our presence in one of the world's most exciting life-sciences hub represents the success of our agency model, which continues to be grounded in a unified, collaborative and business-focused approach to integrated communications. Ms Bajpai is an outstanding addition to our global team and brings a wealth of knowledge and experience to the team."

Originally from North India and with strong scientific background, she has worked with eminent institutions like MMActiv Pte Ltd (Bio Spectrum Asia, NuFFooDS Spectrum), National Botanical Research Institute India, Evian Foods Pvt. Ltd. and Integrated Biopixl Pvt. Ltd.

Ritika Jauhari, Sr Director, SPAG who spearheads the company's expansion in India and Singapore, said, "Asia, today, presents a big opportunity and in order to capitalize the same, Priyanka's appointment is very timely and much needed. We are excited to further explore SE Asia's growing pool of creative talent as we strengthen our presence in Singapore with healthcare brands that are looking towards international markets, as well as brands planning to enter the region."

SPAG is currently working with global clients and managing communications of large projects in the region.

Being a specialist healthcare agency in the region, SPAG's team first culture fosters creativity, collaboration and strategic thinking. As SPAG expands its SE Asia footprint, agency is also holding internship programs and seeking new talents to strengthen its team in Singapore.