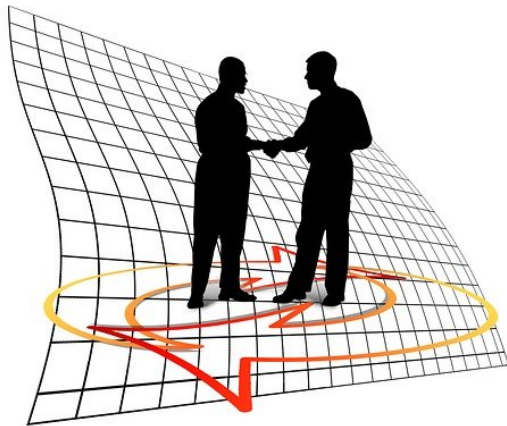


## **BBK Worldwide opens Tokyo office; appoints new Managing Director**

18 June 2015 | News | By BioSpectrum Bureau

### **BBK Worldwide opens Tokyo office; appoints new Managing Director**



BBK Worldwide, a leading clinical trial marketing firm, has appointed Toshio Mori to Managing Director of Operations, Japan. Mori will lead business development and help drive sales and marketing in Japan, and will report to BBK Principal, Global Resources Steven Fleishman. Mori is also responsible for establishing and growing the company's new Japan office, based in Tokyo.

Mori brings more than 25 years of pharmaceutical and medical device experience to the role. Before BBK, Mori established and then led operations at Japan-based Candela KK, a subsidiary of Syneron-Candela, a global market leader in the aesthetic medical device marketplace. Earlier in his career, he held senior sales and marketing positions at Sansui Electronic Co.

"Toshio's expertise across a broad set of disease areas -- from cancer to neurological disorders -- combined with his established leadership among physicians and study investigators will help us further extend our global reach and support the increased demand for clinical research in Japan," said Steven Fleishman. "We remain committed to expanding our support in Japan, and are happy to be entering this new phase of growth with Toshio's support."

"I was drawn to BBK for its leadership in patient recruitment and engagement, as well as its commitment to patient centricity and diversity," said Mori. "I'm pleased to be joining the distinguished team and look forward to advancing the company's work in Japan."

With deep experience across many multinational patient recruitment and retention campaigns, BBK has worked with eight of the top 10 pharmaceutical companies in Japan, since opening its original Japan office in Osaka. The company's recruitment and engagement software solutions, consulting services and integrated cloud-based infrastructure supports proactive contingency action planning through access to real-time recruitment data tracking and management, and offers critical interfaces for referral management and enrollment reporting for Japan audiences.