



News Release

29th October 2018

Health tech communications agency takes on a new recruit

Highland Marketing, a full service marketing communications agency for the health tech and wider public sector markets, has appointed Michelle Cheng as marketing executive to support the business' rapid growth.

Prior to joining Highland Marketing, Michelle worked in the technology and transport sectors, and with established organisations such as Standard Life and the NHS. From working on radio and print advertising campaigns, to managing social media and creating content for websites, she gained experience in many different aspects of modern marketing.

Michelle's role at Highland Marketing will focus on supporting the team on client projects, liaising with the media, and engaging in social media and wider digital activities. Michelle will draw on her past experience and creative approach to bring a fresh perspective and new ideas to the team.

Commenting on her appointment, Michelle said: "I'm really pleased to be part of the Highland Marketing team. It has an outstanding reputation in the healthcare technology sector, built over almost two decades.

"It is a great opportunity to join an agency that consistently delivers hard-hitting campaigns and exceptional results for its clients."

Mark Venables, CEO Highland Marketing, said: "Michelle is a welcome addition to the team as we're growing at a significant rate. That is a reflection of our recognition as an established, trusted marketing communications agency focused on the healthcare industry and wider public sector."

About Highland Marketing

- Founded in 2002, Highland Marketing is a leader in the delivery of marketing strategy, planning, research, branding, messaging, content marketing, PR, social media and sales acceleration services.
- It works with UK and international companies and has a detailed understanding of the health tech market and the wider public sector.
- The company has a dedicated team of skilled and experienced people, all of whom have considerable knowledge and experience within their field.
- Highland Marketing also offers customised business development support geared to helping to grow client sales.
- For further information contact Mark Venables on +44 (0) 7973 172894 or markv@highland-marketing.com or visit www.highland-marketing.com

Media contact

Highland Marketing
Phone: +44 (0)1877 339922
Email: info@highland-marketing.com