

Colin Buchanan

Personal Biography



The beginning of 2008 marks Colin Buchanan's twenty-sixth anniversary in the healthcare communications field and in providing strategic council for healthcare and pharmaceutical companies.

From his base in Toronto, Colin oversees the strategic planning and execution of a large number of international assignments. He is frequently called upon by senior pharmaceutical executives to manage crises and provide executive counsel to international corporate leaders.

Colin works extensively with international and domestic organizations in the areas of advocacy development, continuing medical education and public relations. In recent years, Colin has developed an expertise in brand strategy, medical communications planning and lifecycle management.

Therapeutic areas Colin has worked extensively in are diabetes, cardiovascular disease, psychiatry, haemostasis and anti-infectives.

Prior to Six Degrees Medical Consulting, Colin was a Partner at NATIONAL Public Relations, specializing in developing innovative programs for clients and leading new business strategies.