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For immediate release ...

Benchworks Names Christian Meyer
Vice President of Strategic Accounts

Benchworks is a comprehensive marketing services firm.

Chestertown, MD, November 3, 2015 – As a result of its continued growth, [Benchworks](#) recently named **Christian Meyer** to the position of **Vice President of Strategic Accounts**. His areas of responsibility include business development in the life sciences space and providing consulting services to brand teams supporting emerging campaigns and product launches.

Chris Meyer has extensive experience in the pharmaceutical industry having guided brands through varying strategies, market dynamics, and operational environments. Prior to joining Benchworks, he was a Product Manager for the Neuroscience Business Unit at Shire Pharmaceuticals. Meyer was responsible for creating and launching a disease state education campaign and partnered with creative and scientific agencies to develop compelling marketing materials.

Benchworks President Melissa Johnston said that this appointment is part of the company's planned expansion in the field of pharmaceutical marketing. "Chris Meyer is an accomplished brand marketer with a successful track record. His insight and experience will be extremely valuable to our clients as they plan and implement strategic marketing initiatives."

Chris Meyer has a bachelor's degree in corporate communications from West Virginia University. He earned a Master of Business Administration (MBA) from Villanova University.

Benchworks, a comprehensive marketing services firm headquartered in Chestertown, Maryland, was founded in 1991. The company specializes in the design, production, and launch of complete marketing and branding services. Clients include a wide variety of companies in the pharmaceutical, beverage, manufacturing, and education industries in North America and



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Europe. Additional Benchworks operating units include a [product launch center](#) and Benchworks Consulting. For additional information, please visit www.benchworks.com or call **800-536-4670**.

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