

Ladies and Gentlemen

This evening Chris Brinsmead is to be honoured as a recipient of a Wells Cathedral School Foundation Fellowship.

Chris has rightly been described as "the silent hand of the (pharmaceutical) industry behind the scenes". Chris is determined, effective and nice with it.

Chris was brought up in Essex; the son of a chartered accountant. He came to the West Country to be a boarder at Wells in 1968 joining his older brother Jonathan. Alwyn Gillen who taught Chris remembers him well: as a redoubtable full back for the 1st XV but above all as a first class chap with a wicked smile and an infectious enthusiasm for everything. The Wellensian reveals that he was not only a good sportsman but somewhat of an entrepreneur – setting up the school's first basketball team – and captaining it! Chris love of sport has stayed with him: he runs and he is a keen golfer playing off a handicap of 12.

He left Wells in 1976 and took a degree in Civil Engineering at Nottingham University and joined ICI following graduation. By the late 1980s he had moved into the marketing division of ICI Pharmaceuticals and when, in 1993, the company demerged its pharmaceutical bioscience businesses into a new and independent company called Zeneca, Chris became its Senior International marketing manager responsible for Zeneca's cancer and gynaecology portfolio. In 1998 he became member of the merger team tasked with designing and delivering a new global commercial organization - AstraZeneca and became President of AstraZeneca UK in 2001. As such he is responsible for a \$1.2 billion sales base and some 1200 employees. In 2008 he became Chairman of AstraZeneca Pharma UK, leading AstraZeneca Pharma UK strategy on external affairs across its businesses, including sales and marketing, discovery, development and manufacturing operations. AstraZeneca is one of the world's leading pharmaceutical companies with a broad range of medicines designed to make a real difference in important areas of healthcare. This includes some of the world's most serious illnesses which together represent a major worldwide burden of disease: cancer, cardiovascular, gastrointestinal, neuroscience, respiratory and infection.

Chris's work in the pharmaceutical industry goes much further than this and he has given of his talents widely. He is currently President of the Association of the British Pharmaceutical Industry. It is a time of unprecedented change in the NHS, the industry and the economy. The Darzi review, the agreement on a new Pharmaceutical Price Regulation Scheme which for the first time went way beyond economics and included commitments to access, uptake and innovation, the governments acceptance of all recommendations on improving access to medicines for NHS patients set out in Sir Mike Richards 'top up' review, the setting up of the South West Medicines Safety partnership and the initiation of the Office for Life Sciences led by Lord Drayson whose Life Sciences Blueprint published this July bears Chris' hallmark. Chris is Chairman of the UK Trade and Investment (UKTI) Board of Life Sciences tasked with promoting the UK's expertise in the biotechnology, pharmaceutical, medical technology and healthcare sectors and co-chairman of a Ministerial Industry Strategy Group (MISG) clinical research committee with the Department of Health – a key group for government/industry liaison. These are all signs of the vital role Chris is playing at this exciting time in the evolution of the industry and his belief that joint working is so important. He is committed to value, innovation – the life blood of the industry and access – "the right medicine for the right patient at the right time". In particular he has put 'Trust' at the heart of the industry's

agenda and is seeking to make it a respected partner in the healthcare community – an insider rather than an outsider.

Chris recently recalled being interviewed by a reporter who said “You seem very positive” and he replied “what’s the alternative”. In this we can see perhaps something of the bubbly, smiling young boy here at Wells some 35 years ago. Chris is clear thinking and determined but at the same time very personable: a good people person and this combination has enabled him to manage the UK industry through some difficult changes. His strong and wise leadership has enabled the industry to develop an engagement with government and all those who influence healthcare in an unprecedented spirit of collaboration. He has dedicated immense energy to nailing the jellyfish of government and business pharmaceutical interests to the wall - and he’s been notably successful. His constant good humour and extraordinary patience mean that few intractable issues can’t be solved by Chris over a coffee.

Tonight we celebrate and acknowledge this remarkable career in the knowledge that for Chris, as for so many young men and women, Wells provided ‘a brilliant foundation for life’. He is a Wellensian with the power to ‘inspire success’ in the hearts and minds of pupils.

Ladies and Gentlemen, it is my privilege and pleasure, on behalf of the School and the Foundation, to ask you to stand, applaud and welcome Chris Brinsmead as a Wells Cathedral School Foundation Fellow.

Read by Charles Cain