

Creating Global Solutions



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AUSBIOTECH 2010 NATIONAL CONFERENCE SPEAKERS' PROFILE

Peter Sandbach
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Peter Sandbach, Strategic Business Partner in Communications at Roche, is an accomplished practitioner in a broad range of communication disciplines.

Peter heads communications for the partnering function of Roche, the world's largest biotech company, working with the company's global alliance partners.

Previously he was Head of Communication Services at Syngenta, the world's leading agrochemicals and seeds company, where he directed all aspects of the company's strategic communication materials, including a plethora of award-winning annual reports. No stranger to controversy, he is a well versed veteran of issue management. As Head of Issue Management at Syngenta, Peter was responsible for developing communication strategies on issues such as pesticides and genetically modified crops. There he also set up a professional development faculty for communicators around the globe.

Before moving to Switzerland in 2001, Peter led biotechnology communications in the UK for Novartis, where he spearheaded the creation of the first UK industry communication initiative on genetically modified crops.

He began his communications career in 1995 at De Facto Consultants in the UK, the pioneering scientific PR agency that introduced Dolly the cloned sheep to the world.

Peter has an honours degree in biology from the University of Durham (UK).