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Doceree appoints Gareth Shaw as President, UK and Europe

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With the expansion, the company has entered its third global market, establishing headquarters in the UK



Doceree has announced a global expansion with the establishment of European headquarters in the UK. Doceree has appointed Gareth Shaw as President, UK and Europe, to lead its entry into its third market.

After spending nearly a decade at PulsePoint, with his most recent responsibility as General Manager, Global Programmatic, Shaw joins Doceree to become the head of the organisation's operations in the UK and Europe to grow the online healthcare professional (HCP) messaging sector across the region. As a digital marketing veteran in the pharmaceutical and healthcare industry, Shaw has vast experience in sales categories across digital media and advertising technology sectors.

"The global presence of Doceree has continued our rapid growth as we span to our third continent within 15 months of our origination," said Harshit Jain MD, Founder and Global CEO, Doceree. "The sophistication of our platform capabilities has led marketers and publishers to flourish in the US and India. With Gareth's industry acumen, he's a tremendous addition to our team to lead our European ventures as we transform the way pharmaceutical and healthcare brands communicate with HCPs worldwide on point-of-care and endemic platforms."