



## **Eugene Pozniak**

Following his degree in Chemistry, Eugene spent 12 years working in a variety of positions in the pharmaceutical industry, advertising and medical communications agencies.

He left the promotional sector for good in 2000, working since then exclusively in Continuing Medical Education (CME), initially devising and delivering e-learning for the European Society of Cardiology (“ESCED” being the first CME accredited e-learning platform in Europe). He worked as Director of CME ex-US for Wolters Kluwer Health, before setting up Siyemi Learning in 2006 – an independent CME Provider in Europe.

Eugene has delivered over 500 hours of CME accredited meetings and 50 hours of accredited e-learning, primarily for European doctors (pan-European and national), but also has experience in CME for North America, Latin America, South East Asia, Japan and the Middle East.

He co-founded the European CME Forum with Peter Llewellyn in 2008 and is a participant of the Good CME Practice group: both initiatives looking specifically at how European CME can be progressed through sharing experiences and co-operation between key stakeholder groups to set or improve standards.