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George is the Executive Director of EHMA. He represents the voice of health management to many European and international bodies including the European Parliament, the European Commission, the World Health Organisation, Industry bodies, and community groups. George Chairs EHMA's webinar series, guides the coordination of the annual conference and has an active role in all EHMA's projects by providing high-level advice on health management matters.

Prior to joining EHMA, George was the Chief Executive Officer of a Scottish policy agency focusing on blood-borne viruses and sexual infections. He has managed multiple strategic policy and education collaborations with diverse stakeholder, worked as an education specialist for the International AIDS Society, served on the Board of Diabetes Australia and as an Advisor on its Medical Education and Science Council and as Principal Strategic Advisory to the Commissioner for Children and Young People, Scotland.