

# PROFILE OF AN EXTERNAL COMMUNICATIONS PROFESSIONAL

**TANIA TERRON FLORES, SENIOR  
MANAGER, COMMUNICATIONS AND  
GOVERNMENT AFFAIRS**



## OVERVIEW OF COMMUNICATIONS AND GOVERNMENT AFFAIRS

As a Communications and Government Affairs professional in the pharmaceutical sector, you bridge the gap between scientific innovation, public policy, and societal impact. Operating at the intersection of strategic communications, advocacy, and stakeholder engagement, your role is to shape narratives and influence systems that support access to innovation and strengthen public trust. From designing global campaigns to aligning internal and external voices around key policy priorities, your work is to ensure that science is not only heard—but understood, supported, and acted upon by policymakers, media, and the public. This role demands a unique blend of creativity, diplomacy, and strategic thinking to drive both business goals and positive health outcomes.

## CURRENT ROLE

### SENIOR MANAGER, COMMUNICATIONS AND GOVERNMENT AFFAIRS

As Senior Manager for Adult Immunisation Communications & Government Affairs at GSK, I operate at the intersection of science, strategy, and storytelling. It's where policy meets people—translating the complex world of adult vaccination into compelling narratives that shift mindsets and drive change. Whether engaging policymakers, coordinating global campaigns, or aligning internal stakeholders, I work to make prevention not just a health imperative, but a societal one. Every day is an exercise in connecting dots: between data and emotion, between global ambition and local action.

## TANIA'S BACKGROUND

- **Education:** Master's degree in Communications with a specialisation in Public Relations
- **Career Path:** I have built a diverse career at the crossroads of communications, public affairs, and health policy. I've had the opportunity to navigate communications across a wide range of sectors—from financial services and construction machinery to the energy industry—before finding my purpose in public health. I progressively moved into more strategic roles, ultimately specialising in vaccines and prevention. My experience spans managing global digital campaigns and media relations to shaping advocacy and engagement strategies that influence health systems. Today, I serve as Senior Manager for Adult Immunisation Communications & Government Affairs at GSK, where I focus on positioning adult vaccination as a global health priority and a new standard of care.
- **Experience:** With over 15 years of experience in strategic communications and government affairs, I've worked across global corporations, trade associations, and the pharmaceutical industry. My career has been shaped by building narratives that resonate—whether driving digital innovation, building cross-functional advocacy campaigns, or engaging policymakers at the EU and global level. I bring a track record of elevating brand visibility, influencing policy dialogue, and fostering trust in critical areas like prevention and vaccination. Known for my creativity and cross-sector agility, I thrive at the intersection of purpose, policy, and public engagement.

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## KEY RESPONSIBILITIES

My role is to drive strategic alignment and operational efficiency across global communications and government affairs activities for adult immunisation, ensuring systems, messaging, and partnerships are in place to position adult vaccination as a standard of care. My key priorities this year include:

- Collaborate with internal cross-functional teams, global policy, and regional affiliates to develop tailored advocacy toolkits and streamline message alignment.
- Support the integration of the adult immunisation narrative into external engagement strategies and thought leadership platforms
- Lead and scale external-facing initiatives such as media campaigns, stakeholder engagement events, and data-driven storytelling formats that support vaccine confidence
- Strengthen internal processes and metrics to improve campaign planning, execution, and impact tracking across markets
- Coordinate government affairs input into flagship activities and build strong partnerships with external trusted and influential voices
- Embrace visibility opportunities to represent the adult immunisation workstream, internally and externally, and contribute to broader conversations on prevention and healthy ageing



## VISION FOR COMMUNICATIONS AND GOVERNMENT AFFAIRS

The future of Communications and Government Affairs in pharma lies in becoming true catalysts for system change—moving beyond brand promotion to shaping public discourse, influencing policy, and building lasting trust. As health challenges grow more complex, these roles must bridge silos and humanise science.. My vision is to see Communication and Government Affairs professionals embedded early in strategy development, driving meaningful engagement with communities, policymakers, and partners to co-create solutions that are equitable, impactful, and future-facing.

## AT A GLANCE CHALLENGES

- Translating complex science into clear stories
- Aligning global teams + messaging
- Navigating slow policy & internal politics

## BENEFITS

- Shapes public policy & health systems
- Mix of purpose-driven work + strategy
- High-impact internal & external visibility



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## ADVICE FOR ASPIRING COMMUNICATIONS PROFESSIONALS

1. To truly make an impact, you need to translate complex data into human stories that resonate with policymakers, the public, and internal stakeholders alike. Master the art of narrative without compromising scientific integrity.
2. Comms & Government Affairs professionals thrive when they connect the dots across functions, sectors, and perspectives. Be curious, collaborative, and proactive in engaging with policy, medical, commercial, and advocacy partners. Your influence lies in your ability to unify voices toward a common goal.
3. This field sits at the intersection of industry, society, and public policy. Stay informed, stay grounded in your values, and always keep the broader societal impact in mind. The most effective professionals are those who combine strategic thinking with a genuine commitment to human health and equity.

## TANIA'S PROFESSIONAL PHILOSOPHY

I believe that having a clear sense of purpose is essential—not only in life, but in our professional journey as well. When your work aligns with what truly matters to you, it becomes more than a job; it becomes a driving force. Purpose fuels passion, and passion sustains resilience. It keeps you anchored in your values, even when navigating complexity or resistance. For me, working in communications and public affairs is a way to contribute meaningfully—to connect people, ideas, and systems in service of something greater: equity, prevention, and the right to better health. When purpose guides your path, excellence and impact naturally follow.

