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I tell the stories of the people and companies in Massachusetts biopharma labs across all mediums and through the senior leaders of the organization to support awareness, education, and advocacy efforts.



T2B Pulse Narratives:

Voices & Insights of Biopharma Communicators



IMPACT AMPLIFIED

I came to biopharma comms later in my career. During my time in state government, I became intimately aware of the economic side of the life sciences industry in Massachusetts: the benefits to cities and towns, the jobs created for residents, and the contributions to the state economy.

But after COVID-19, I wanted to understand and help others to understand the life-saving and life-changing work of the industry. Rather than communicate just one company's impact, with MassBio I have the opportunity to speak about them all.

BEST ADVICE RECEIVED? BACK TO BASICS

Don't lie, use only the number of words you absolutely must, and always agree on the ground rules with a journalist ahead of time. The first one might be self-explanatory, but it's worth reminding yourself and your leadership. The second has served me well, and I've become a disciple of 'smart brevity.'

It is definitely an approach that needs constant practice to counter our natural inclination to keep writing. And that last piece of advice is one that can be learned the hard way, or avoided altogether by establishing the requisite definitions (and by checking in a few times during the conversation).



T2B AND ME

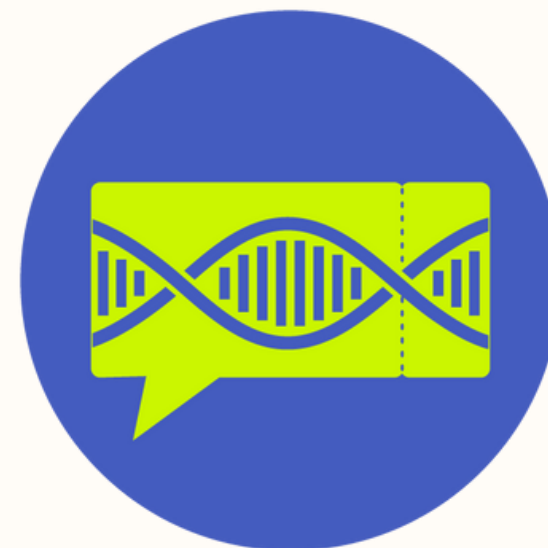
As a communications professional for a trade association, it is important for me to gain regular insight into the best practices and challenges facing the communications teams at member companies and stay up to speed on the latest trends.

There is also a gap when it comes to communities for comms professionals to gather and network (a void not unique to biopharma), and T2B is making a serious play to fill it. Joining T2B was a no brainer.



It takes 20 years to
build a reputation
and five minutes to
ruin it. If you think
about that, you'll do
things differently.

Warren Buffett



*JOIN T2B TO
CONNECT WITH
OUR COMMUNITY*



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