

# Communications and Thought Leadership

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The purpose of Communications and Thought Leadership is to be a key voice in shaping the narrative and a major factor in influencing the HBA mission across the life science industry. This will be achieved by providing MarComm insights on HBA's geographically specific strategy (ex: communicating proprietary data assets, building credibility among external stakeholders and partners, engendering a sense of belonging among members, and generating visibility across all audiences) and supporting the regional MarComm and Market Research leaders in their area.

This work can be broken into three functional areas:

1. Marketing Committee: all content generation. From event announcements to volunteer profiles, from announcements to news, this function aims to support the creation of materials that inspire and are compelling to all. Longitudinal thought leadership is another core element to shape the narrative in our industry and therefore is also a core output of this committee.
  2. Communications Committee: maintain and optimize the available communications channels for HBA. This group will work with established and potential social media specialists to nurture the best environment available for our content. This includes management of the editorial calendar in conjunction with the HBA Global content calendar, exploring social media functionalities, SEO, etc.
  3. Market Research: generate data, insights, analysis, learnings, and observations. It will create a deeper understanding of the greater environment (e.g., partner organization data and communication trends). The team may also conduct research among HBA members where appropriate.
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