

### OPINION | FEATURES

Is wearable tech an opportunity for pharma to be more caring?



With wearable tech set to burgeon **Peita Pacey** takes a look at the opportunities which are presenting themselves in the healthcare sector for brands. In the olden days, you know like 5 years ago, when people felt ill or just not quite ourselves they went to the doctors. Nowadays their usual first point of call is to contact Dr Google, who is most likely helpful enough to diagnose them with a rare form of

## Torch Media appoint Matt Fisher as agency account manager

Out-of-home media provider TorchMedia has appointed Matt Fisher as agency account manager.

*The announcement:*

“ Out-of-home media provider, TorchMedia, has strengthened its team with the appointment of Matt Fisher as Agency Account Manager.

Matt brings a wealth of experience to the already strong team, having worked for the past 12 months as the Partnerships and Sponsorships Manager at Active Media. His prior work saw him excel as the Senior Sales Executive at Bauer Media, working on their sports titles for 3 years.

He will be responsible for securing investment from a variety of clients across transit exteriors, in-store installations throughout the grocery network and other elements of the retail media portfolio.

Following his recent appointment, Matt says he is eager to move into the retail and transit market and is relishing the new challenge.

“TorchMedia is at the top of its game with an exciting team and growing client-base,” Matt explains. “I’m looking forward to nurturing the client relationships, building new relationships and growing the brands through TorchMedia’s media offerings.”