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Global Reach Winning In World Markets with Té Revesz

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October 09th 2014: Women Entrepreneurs: From Idea to Global Game Changer

In 1983, 2 women started a marketing communications firm with an idea they could do it better, a \$30k loan & 2 military surplus desks. Today Bonnie Brescia & Joan Bachenheimer lead BBK Worldwide, a global, multi-million dollar corporation that is changing the face of patient recruitment for clinical R&D in the pharma & biopharma industries. An integrated marketing pioneer, Ms. Brescia has been cited as one the 100 most inspiring people in her industry. How did she & her partner create an enterprise reflecting their philosophies about how a business's products, services & culture could benefit

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Featured Guest



Bonnie A. Brescia

Bonnie A. Brescia is a founding principal of BBK Worldwide (www.bbkworlwide.com), the leader in patient recruitment for clinical research and development. A pioneer of patient recruitment for more than 30 years, Bonnie helped to shape the discipline and continues to be a well-recognized and highly sought after thought leader in the field. Bonnie co-authored the book Reinventing Patient Recruitment: Revolutionary Ideas for Clinical Trial Success, regularly contributes to industry publications and was selected by PharmaVOICE as one the 100 most inspiring people in the clinical R&D industry. Her insights into the workings of the clinical research community in

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