

Enc. 8.2

# VP for Digital, Communications and Marketing (Elect)

1 Candidate – Elected Unopposed

**Rajiv Sankaranarayanan**

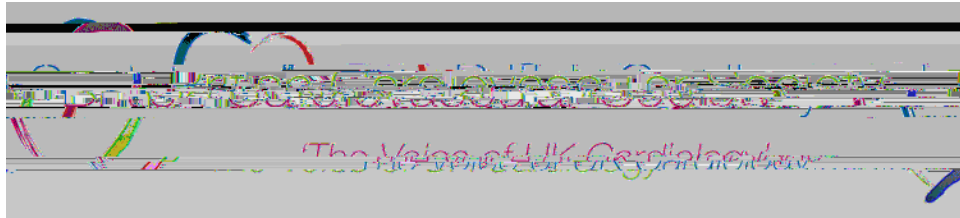
***Nominations:***

Amitava Banerjee

Gregory YH Lip

***Supporting Statement:***

I am a Consultant Cardiologist at Liverpool University Hospitals(appointed in 2016) and Heart Failure Pathway Clinical Lead at Cheshire, Merseyside ICB.



led on development of the Cheshire and Merseyside HF Pathway as well as Mobile APP for clinicians. I have also led on heart failure public awareness projects (radio, DAX, billboard adverts in shopping complexes, train stations, major roads), created digital leaflets for primary care in Liverpool and led projects cardiovascular screening in Liverpool during Eurovision as well as in 12 cities across the UK bringing together multidisciplinary clinicians in NHS Trusts, primary care but also from councils and patient charity, Pumping Marvellous Foundation.

I believe that my experience (as detailed above) has prepared me well for this post of Vice President-elect of the BCS Digital and IT Committee, which will also give me an excellent opportunity to provide clinical leadership to the development and implementation of the BCS's Digital, IT, Communications and Marketing strategies, ensuring that these are aligned with current and new business requirements and the overarching goals of the Society. I would like to work closely with the Chair, BCS communications and