# The Bloc ramps up European presence with new London office focused on healthcare innovation



The Bloc has officially opened its fourth European office in London, reinforcing its ongoing global expansion strategy. This latest addition joins the agency’s established locations in Milan, Basel, and Munich, further solidifying its footprint across key European healthcare markets. The London branch is designed to enhance The Bloc’s access to the UK’s rich pool of strategic, creative, account, and medical talent, while also better serving potential healthcare clients within the country.

At the helm of the London office is James March, a veteran of the healthcare communications industry with nearly 25 years of experience. March, who joined The Bloc over a year ago to spearhead the development of the London team, sought a role with more entrepreneurial drive, a vision he is now fulfilling. He brought in trusted former colleagues Andrew Gardner as executive strategy director and Raakhee Thompson as executive client director to round out the leadership team. This carefully assembled group underlines the agency’s emphasis on trusted relationships, a crucial element in the people-centred healthcare communications sector.

The Bloc’s global president and CEO, Jennifer Matthews, highlighted the importance of flexibility in navigating the European market, noting that each country presents unique client needs. The London office’s remit extends beyond the UK, balancing local demands with service provision for international clients across Europe, Asia, and the US. The broader objective is for all Bloc offices to operate harmoniously as a unified entity, overcoming the challenges posed by different time zones and continental diversity.

The new office will also continue to advance The Bloc's innovative behavioral science initiatives, such as the BE-COMMS programme, which reflects the agency’s commitment to integrating scientific insight with communications strategy. The Bloc’s CEO in Milan, Alessandro Seveso, anticipates that the London office will inject fresh creative energy and greater value into the agency’s client offerings, further enhancing their problem-solving capabilities.

Situated centrally in London, the office provides accessibility to clients and partners, and offers a comprehensive suite of services including data analysis, strategic insights, content creation, digital marketing, regulatory compliance, AI-driven personalisation, and integrated marketing solutions tailored for healthcare communications. This diverse service portfolio, combined with strong leadership and a strategic approach to global collaboration, positions The Bloc to deepen its competitive edge in the European healthcare communications market.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.prweek.com/article/1923151/bloc-expands-further-europe-london-office-opening), [[2]](https://www.thebloc.com/locations/london/)
* Paragraph 2 – [[1]](https://www.prweek.com/article/1923151/bloc-expands-further-europe-london-office-opening)
* Paragraph 3 – [[1]](https://www.prweek.com/article/1923151/bloc-expands-further-europe-london-office-opening)
* Paragraph 4 – [[1]](https://www.prweek.com/article/1923151/bloc-expands-further-europe-london-office-opening)
* Paragraph 5 – [[1]](https://www.prweek.com/article/1923151/bloc-expands-further-europe-london-office-opening)
* Paragraph 6 – [[2]](https://www.thebloc.com/locations/london/)

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## Bibliography

1. <https://www.prweek.com/article/1923151/bloc-expands-further-europe-london-office-opening> - Please view link - unable to able to access data
2. <https://www.thebloc.com/locations/london/> - The Bloc's London office is located at 79-81 Borough Road, London, SE1 1DN, United Kingdom. The office is led by Managing Partner Kristian Webb, who can be contacted at kristian@pageandpage.uk.com or +44(0)7387608298. The office is open Monday to Friday, 9:00 AM to 6:00 PM. The office offers services such as data analysis, strategic insights, campaign development, content creation, design, copywriting, brand stewardship, digital marketing, regulatory compliance, AI-driven personalization, and integrated marketing for impactful health communications. The office is situated in the heart of London, providing easy access to clients and partners. The office is part of The Bloc's global network, which includes locations in New York, Hartford, Mexico City, São Paulo, and Toronto in the Americas, as well as offices in Milan, Paris, and Munich in Europe. The London office aims to strengthen The Bloc's competitive position in Europe by providing better access to the country's talent pool and potential healthcare clients. The office is part of The Bloc's global expansion initiative, which includes offices in Milan, Basel, and Munich. The London office is led by Managing Director James March, who has over 25 years of experience in the healthcare communications industry. James March is responsible for leading the London location and building out the office. The London office aims to balance working with the needs of local clients as well as international markets in Europe, Asia, and the U.S. The London office will work to continue existing initiatives at The Bloc, including their behavioral science BE-COMMS programming.