



Pip Macfarlane



Director of Business Development

Years with AMI: 12 College / University: Nottingham Trent University Major: English Language and Literature



Client Touchpoints

Pip maintains senior-level relationships with prospective and existing clients across the pharmaceutical, healthcare, life sciences, and regulated services sectors.

She partners directly with client decision-makers to understand business objectives, program requirements, and compliance expectations, translating these into commercially viable meeting and event solutions.

She works closely with executive leadership, Client Services, Operations, Finance, and Compliance teams to ensure alignment between commercial strategy, program delivery, and long-term partnership value.



AMI Role Snapshot

Pip Macfarlane serves as Director of Business Development at AMI Meetings.Health and the American Meetings brand under the AMI umbrella, with responsibility for driving commercial growth and developing strategic client partnerships across highly regulated industries.

She leads opportunity development, market positioning, and proposal strategy, ensuring new business aligns with AMI's operational capabilities, governance standards, and profitability targets.

Pip partners cross-functionally with Operations, Finance, Compliance, and Technology teams to ensure programs are commercially sound, operationally scalable, and compliant with client and regulatory requirements.

She plays a key role in converting complex client needs into long-term partnerships that support sustainable revenue growth and strengthen AMI's market position.

Bio Synopsis

Pip Macfarlane is an experienced business development leader with more than a decade of experience in meetings, events, and healthcare services. She brings a strong track record of building trusted client relationships, leading complex commercial initiatives, and delivering compliant, high-quality programs across global portfolios.

During her tenure at AMI, Pip has progressed through a series of increasingly senior roles, including Operational Programme Manager and Virtual Meetings and Events Client Success Manager, before stepping into her current Director-level position. This progression has given her a comprehensive understanding of client expectations, service delivery, and operational execution in regulated environments.

Prior to joining AMI, Pip worked as a Business Coach and Consultant, supporting organizations with business engagement, program design, project delivery, and budget management. This background continues to inform her consultative, solution-oriented approach to business development.

In her current role, Pip is responsible for shaping AMI's commercial pipeline, strengthening strategic partnerships, and supporting long-term revenue growth. She is known for her disciplined, relationship-driven approach and her ability to balance creativity with governance, quality, and performance standards.

Pip holds a degree in English Language and Literature from Nottingham Trent University.