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## Babylon Hires Andrew Hine as Vice President of the Europe, Middle East, & Africa (EMEA)



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*Digital-first healthcare company grows leadership team to continue to amplify its presence in key markets.*

[Babylon](#) announced the hiring of Andrew Hine as Vice President of the Go-to-Market team. Hine joins Babylon's Go-to-Market leadership team from Ernst & Young. In this role, Hine will lead the company's sales efforts in Asia and EMEA and he will work closely with Paul-Henri Ferrand, Babylon's Chief Operating Officer (COO), to oversee the execution of Babylon's overseas expansion.

As Babylon continues to strengthen its capabilities and enhance its presence in new and existing markets, Hine will lead the company's growing network of contracts, collaborations, and partnerships, as well as increase the scale of Babylon's service delivery and offerings.

"We are delighted to have Andrew on board," said Paul-Henri Ferrand, COO of Babylon. "Andrew's impressive experience and expertise in healthcare transformation will help further Babylon's mission as we build an integrated digital first primary care service that can manage global population health at scale."

Hine's extensive healthcare background spans 30 years, 13 of which were spent as an NHS Operational Manager and Trust Board Director. He has led service delivery at the frontline in tertiary and secondary acute care, primary care, and mental health care services. Following his tenure with the NHS, Hine joined KPMG where he established and led its UK healthcare business as a consulting partner for 13 years, leading client engagements across the UK, Europe and the Middle East, particularly focusing on the strategic design, operational improvement and leadership of health services, organizations and systems.

After KPMG, Hine joined Ernst & Young as the company's Head of Health for the Middle East and North Africa. He spent the last four years working extensively across Saudi Arabia, Qatar, and the United Arab Emirates.

"I have been fortunate to work at the frontline of healthcare delivery and within different health systems in various countries. These experiences have provided me with a profound understanding of the strengths and weaknesses of current healthcare delivery models around the world, the problems that need to be addressed, and the potential for new care models, processes, and technologies to dramatically improve the quality, accessibility, and costs of care," said Andrew Hine. "I believe Babylon is making a significant impact within the healthcare space by providing better quality, more convenient, and lower cost care globally."

Source: [Babylon](#)

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