

Life Sciences and Health Care

On a quarterly basis, **EPOCH** features four to six executives with backgrounds we think are particularly strong and whose experience we believe to be of real business value to you and your organization on a *short term or project* basis. They are chosen based on their backgrounds and our understanding of important and relevant issues facing the *life sciences and health care* industries at this particular point in time. I am pleased to present this quarter's leaders.

Executive I

A senior executive with over twenty years of general management and consulting experience in healthcare (hospital and physician practices), health insurance and nonprofit organizations. Executive I has a proven track record in implementing successful business and marketing strategies, building relationships with varied constituencies, financial and operational turnarounds and crisis management. She has a very strong ability to think creatively and negotiate complex situations successfully. Her specific areas of expertise include business development, mergers and acquisitions, joint ventures, board development, strategic planning, fund-raising, and general management as a change agent.

Executive II

A successful general manager with a track record of developing and running profitable global businesses. He recruits and develops top talent and builds culture focused on execution and accountability. This executive is a highly experienced general manager with a deep sales and marketing orientation and a strong background in R&D, manufacturing, distribution, finance and administration. He has extensive experience in businesses that develop, manufacture and sell instrumentation, consumable products and service for research, analytical and clinical laboratories as well as for drug discovery and biomanufacturing. He has lived and worked around the globe and has experience in multiple market segments including academic research laboratories, biotechnology and pharmaceutical companies, contract drug manufacturers, diagnostics and medical device companies and environmental testing firms. This executive is known for his ability to take on difficult situations, including struggling businesses and post-merger integration and create winning businesses.

Executive III

A life sciences executive with broad experience in the biotechnology, contract research, medical device and diagnostics sectors, including building early stage companies and managing larger scale international organizations. The executive's operating experience includes general management, sales & marketing, business development, alliance management, technical operations and leadership of special projects having high corporate significance. She is a seasoned entrepreneur with experience in raising capital, public offerings, M&A due diligence and integration. As a results-oriented innovative leader, she has a passion for growing healthcare and science-based organizations and is often called upon to manage challenging situations.

Quarterly Featured Executives

Executive IV

Global health economist with executive, management, strategic, consulting and academic experience. Successfully led initiatives to increase revenues, bring products to market, and obtain reimbursement based on rigorous cost-effectiveness analysis. Developed marketing strategies using evidence-based medicine and statistical results of clinical trials. Experience includes being Vice President of one of the world's oldest management consultancies as well as being Partner-in-Charge of one of the world's largest public accounting firms. Managed budgets of \$90million and lead teams of several hundred people in international multidisciplinary engagements focused on creating market advantage through strategic product economics. Specific areas of expertise include strategic planning, market analysis, pricing, wellness management, R&D evaluation, and therapy economics (including quality of life studies, health policy and analysis, outcomes analysis, education and training and journal preparation). Worked for a variety of health care clients including developers of pharmaceutical and biotechnology products, manufacturers of medical devices, diagnostics and supplies; providers of acute, long term and subacute health care services; managed care organizations, industry associations and coalitions; government agencies and health care insurers. Worked throughout Europe and Asia and has considerable experience and knowledge of their health care systems. Our executive has built a worldwide practice devoted to assisting health and biotechnology companies to develop strategic responses to health care policy trends and reimbursement regulations. This executive is recognized as one of the most influential health policy makers in the US.

Executive V

A chief executive who is a results-driven leader of high growth technology businesses. Executive V has exceptional communication and people skills. He has an established track record of bringing teams of high-level professionals together to solve complex problems for customers and to achieve business goals. He works with early stage companies and has real strength in obtaining financing, building sales and marketing teams to bring products to market, and establishing distribution channels and negotiating agreements throughout Europe, Asia and the Middle East.

If you are interested in seeing a complete profile on any of these professionals or in speaking with them about a specific project or mentoring engagement, please call **Robin Sutherland @ 617.440.3088**.