

Barbara Simkin

Overview: data-derived market insight to power portfolio and product marketing decisions

Pharmaceutical marketing research expert with proven track record for providing management with fact-based competitive information and market data analytics to facilitate decision making. Experienced in market research methodologies leveraging secondary data such as IMS audits, payer and reimbursement resources, and competitive information. Combines secondary data analytics with results of primary market research obtained from healthcare providers, patients, payers and Key Opinion Leaders: experienced with survey methodologies, focus groups and in-depth interviews, along with cutting-edge, cost-effective social media analytics.

Decision Support Project Expertise

- As a member of global strategy team for corporate disease prioritization, responsible for preparing epidemiologic and secondary market data analytics across all major therapy areas, provided data input to forecast scenarios resulting in management decisions for disease biology area priorities.
- Managed forecasting project for a dermatologic indication: prepared secondary market and epidemiologic analytics, managed global phone interviews of Key Opinion Leaders [KOL's] and practicing clinicians, and communicated recommendations to research management for out-license opportunity.
- Developed methodology to utilize market audit data and scientific information to quantify potential patient populations at-risk for drug-drug-interactions: data used in decisions for drug development and licensing.
- Led Personalized Healthcare initiative for strategic planning in viral disease, forming a team of diagnostics, biomarker and Pharma research experts to formulate a plan of action for early Pharma R&D.
- As a member of a respiratory strategy team, prepared market and regulatory "factbase" for assessment of formulations. Led a subteam to identify the physicochemical properties of successful inhaled and oral formulations and results contributed to management decision on formulation selection.
- Led a global eLearning team, and managed the development of a Wiki and Web tool to facilitate training of complex scientific data resources.
- As the site representative to a global competitive information [CI] team, participated in team strategy sessions, prepared an overview of best practices in the industry, and assessed internal customer needs via interviews/surveys. Input from these assessments were provided to management for design and selection of a future CI platform.
- Working with IT experts, developed a cost effective tool to analyze IMS sales data segmented by indication usage in key countries. The methodology enables automated updates of key disease-specific trends data.
- Developed and implemented a Royalty Tracking process utilizing IMS sales trends data, which identified gaps in Royalty payments and resulted in sizable reimbursements to the licensing company.

Professional Experience

PRINCIPAL, PHARMADECISIONS LLC, SAN FRANCISCO, CALIFORNIA OCTOBER 2009- PRESENT

Founder of PharmaDecisions LLC, a newly established market research consultancy specializing in market data analytics to power decision-making. Utilizes key pharma market secondary data sources and advanced survey methodologies to provide input for indication prioritization, and product positioning for discovery compounds through development. Prepare business plans and funding support for start-up which is developing a cell-based assay for oncology research and personalized healthcare.

MANAGER INFORMATION SYSTEMS, ROCHE PALO ALTO LLC, PALO ALTO, CALIFORNIA JANUARY 2007- SEPTEMBER 2009

Managed secondary market analysis for Roche Palo Alto Inflammation products, led global teams for eLearning initiative, Personalized Healthcare assessment in viral diseases, and fact-based analyses for portfolio management. Participated on global team assessing competitive information technologies. Initiated and implemented methodology to estimate at-risk patients for drug-drug interactions and tool to generate indication-specific market trends.

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MANAGER RESEARCH PARTNERING ROCHE PALO ALTO LLC, PALO ALTO, CALIFORNIA NOVEMBER 2004- JANUARY 2007

Participated in management team of a cross-functional group which included marketing information, information science, and bioinformatics. The department functioned as a liaison between research and global research informatics to provide scientific decision support. Designed and implemented a royalty tracking process which identified payment gaps and resulted in additional payments to Roche.

MANAGER COMPETITIVE INFORMATION, ROCHE BIOSCIENCE, PALO ALTO, CALIFORNIA JULY 1995- NOVEMBER 2004

Manager of Competitor Information as part of a Library & Information Center, led global disease portfolio assessments using 'factbooks' for input to target product profiles and forecasts for prioritization of diseases. Was recommended by Global management to lead a 'Center of Excellence' for secondary market data analyses.

PREVIOUS EXPERIENCE: As Market Research Analyst, then named Head of New Products Market Research Department, managed the pre-launch market research for six new products and line extensions at Syntex Laboratories and Syntex International. Credited with recommendations for new indications, specialty strategies, patient education and distribution strategies for major new products for Syntex.

Education

- Brown University, A.B. Biology; *Phi Beta Kappa, Sigma Xi, Magna Cum Laude* and High Honors in Biology,
- Executive seminar in Pharmaceutical Marketing, Tuck School of Business at Dartmouth College
- Numerous other career-related courses and seminars completed

Market Research and Strategy Skills

Market research secondary data analytics utilizing Pharma industry data tools from IMS and in-house resources; Competitive pipeline benchmarking summaries for compounds, drug targets, diseases, and companies using resources from Thomson-Reuters, Informa, Evaluate, Decision Resources, Datamonitor and others; Survey design, implementation and analyses; vendor and budget management for site marketing resources. As the Palo Alto site manager for Market and Competitive Information, represented the site as part of Global Pharma teams and initiatives. A key contributor to the entrepreneurial environment of biotech teams, and an effective partner with Global Pharma management. Utilization of cutting edge methodologies to assess the impact of Personalized Medicine and Digital Health initiatives.