

Thomas A. Abbott III

President, i3 Pharma Informatics

Tom Abbott leads i3's newest business unit focused on the application of i3's unique data assets and technology to support pharmaceutical, biotechnology and device manufactures' sales and marketing activities. Tom has over 16 years of experience managing, designing, and conducting market research and health outcomes studies. Tom began his career as a faculty member at the Graduate School of Management, Rutgers University in 1987. In 1995 Tom joined the pharmaceutical industry as a Director, Outcomes Research and Management at Merck & Co. Inc. where he held several other leadership positions. In 2004, Tom assumed a leadership position at Thomson-Medstat and most recently was Vice President Brand Analytics at Wolters-Kluwer. Tom has a PhD in Economics from Harvard (1987), a Post-Doc in Health Services Research from Yale (1993) and an MBA from the Wharton School at the University of Pennsylvania (2003).

Mark Rose

Principal Scientist, i3 Pharma Informatics

Mark joined i3 Pharma Informatics in Feb 2008 in a consulting role as Principal Scientist. For the past 8 years he headed the Analytics group and served as Principal Scientist at Dendrite International (now Cegedim Dendrite). He focused much of his efforts on developing longitudinally-based Rx metrics for use in product launch benchmarking, persistence and compliance studies, concomitance analyses and referral networks. He also conducted a number of promotion response studies for both U.S. and international clients.

Prior to joining Dendrite, Mark worked at Novartis and Sandoz Pharmaceuticals for 28 years serving in key leadership roles in Sales/Marketing Decision Support, Marketing Research and Corporate Planning departments. During his career he developed quantitative tools and analyses for Marketing, Advertising, Sales, Finance, Manufacturing, Corporate Planning and Clinical Research.

Mark is a charter member of the Pharmaceutical Management Science Association and past President. He taught statistics and quantitative analysis as adjunct faculty in the MBA program at Fairleigh Dickinson University for 11 years.

He holds Masters Degrees in Operations Research from New York Univeristy and in Public and International Affairs from the University of Pittsburgh and a BA from the University of Rochester. He also attended advanced marketing programs at M.I.T., Columbia and Wharton.