

Lou Brooks
VP Consulting, i3 Pharma Informatics

Over the past 15 years, Lou Brooks has been providing sales and marketing consulting to a variety of industries including telecommunications, pharmaceutical products, and consumer packaged goods. Prior to joining i3 Pharma Informatics, Lou worked for Merkle, a consumer database marketing company, where he ran a sales and marketing analytics consulting team supporting Procter and Gamble. Before Merkle, Lou was with Health Products Research (HPR), a pharmaceutical marketing and sales consulting organization, where he was primarily responsible for generating sales, providing customer management, overseeing new product development, and ensuring delivery of all analytical projects. His experience covers a wide range of topics including promotion response, promotion mix modeling, optimization, forecasting, segmentation, market research, and seals analytics. Lou earned his master's degree in economics from Rutgers University.

Taylor Dennen, PhD
Operations Director, i3 Pharma Informatics

Taylor Dennen, PhD is Operations Director at i3 Pharma Informatics, a division of Ingenix/UnitedHealth Group. Taylor has over 30 years' experience in health care management, research, and consulting. He has been a Principal with William M. Mercer, Inc, a Vice President at Quintiles, and has held senior executive positions at Aetna, CIGNA, and UnitedHealthcare in Medicaid and workers' compensation insurance. Taylor's recent research focus has been on Medicare Part D and on the integration of person-level health experience with socio-economic and consumer data to better understand drivers of health behaviors. Taylor's PhD is in economics, and he has held academic positions teaching economics and statistics.