



Summer 2010

KN Health Care Team Deepens Analytics, Pharma/Biotech Expertise with Addition of CA-based Lee

Collaboration and expertise are at the heart of KN's unique offerings to health care clients, and we continue to build an exceptional team that delivers on this promise. Most recently, F. Gloria Lee has joined the practice, bringing deep experience in applying sophisticated analytical techniques to dozens of consulting engagements for pharmaceutical, biotechnology, medical device, health insurance, and a variety of other companies in the field.



Lee – who will be based in KN's Menlo Park, California office – comes from the consultancy Bonn Partners and spent seven years at Duff & Phelps; in addition, she has held key analytical roles at Yahoo!, ZS Associates, Pfizer, and Applied Decision Analysis.

As part of her dozens of strategic engagements in health care, Lee has

- developed a business model for a leading biotechnology company around the impact of reimbursement on physician choices,
- analyzed the dynamics among physicians, pharmacists, and patients in choosing brand-name, generic, or OTC medications,

- guided a segmentation of the endovascular market to help a client prioritize targeting and develop messaging for a new product,
- established the plan for a European pharmaceutical company's first product launch in the U.S. market, and helped a medical device company optimize engineering design for a next-generation product.

Lee's main areas of analytic expertise include segmentation, maximum-difference scaling, choice modeling, and conjoint analysis.

Lee holds an S.M. in Operations Research from the MIT Sloan School of Management, as well as B.A. and M.A. degrees in Mathematics from the University of Cambridge (U.K.).

You can reach Gloria Lee at gfree@knowledgenetworks.com or (650) 346-3191.

"I am thrilled to be joining the market research firm that is setting the standard for applying complex analytical techniques to strategic pharma studies," said Lee. "My experience in helping health care clients define high-level plans for their brands and products fits perfectly with Knowledge Networks' consultative approach to research; and I look forward to helping the company break new ground in the growing biotech sphere."