



Ladd Research Group

Debbie Bronstein is a seasoned market research strategist with a career spanning more than 20-years in healthcare, as a pharmaceutical marketer, industry consultant and qualitative market researcher.

	<p>Throughout her career, Debbie has been in key decision-making roles as an executive and consultant to multiple start-ups as well as large and small bio/pharma companies alike. She has weighed in on go-no go product development decisions, established pricing policies, designed trade and sample packages and assisted with logo design and selection. Debbie has also participated in the execution of promotional/sales tactical materials, online presence, and patient support programs.</p> <p>Debbie's ability to turn insights into strategies and present these strategies in a clear, concise manner achieving real business results has made her a trusted advisor to many of her clients.</p> <p><i>"Debbie is an expert in providing top quality research at every phase of the project, from the initial stages through final results, including actionable research recommendations. Her insights contributed to a company award winning marketing initiative." Pharma company Market Research Manager</i></p>
<p>Unique Talents:</p>	<p>Debbie adds to the company a wealth of expertise in product launch and commercialization strategies gained during her time spent client-side in small to mid-sized pharma and medical device firms. Her career includes 16 product launches from large, Acuvue® disposable contact lenses, to medium, EpiPen® autoinjector for anaphylaxis, to small, ParaGard® IUD.</p> <p>She also brings a real talent for developing trade strategies which includes her ability to garner insights for strategy development in managed care, contracting and pricing.</p>
<p>Prior Career Experience:</p>	<ul style="list-style-type: none"> • Qualitative Research Director, Adelphi Research By Design (part of Omnicom) • Vice President MattsonJack (now Kantar Health Consulting) • Director of Marketing, Dey Laboratories (now a subsidiary of Mylan Inc.) • Vice President of Marketing / Vice President of Business Development for a small entrepreneurial start-up eventually sold to Johnson & Johnson
<p>Therapeutic & Category Experience:</p>	<ul style="list-style-type: none"> • Oncology • Ophthalmology • Respiratory • Cosmetic Dermatology • Women's Healthcare • CNS • Cardiology • Diabetes
<p>Research Expertise:</p>	<ul style="list-style-type: none"> • Story-line reporting • Managed Care Research • KOL Interviewing • Laddering and Projective Techniques • Management of global research activities
<p>Leadership and Professional Roles:</p>	<ul style="list-style-type: none"> • President of the Medical Marketing Association (2 successive terms). • Ad hoc Board Member Healthcare Communications & Marketing Association (HCMA). • "An Old Pharmaceutical Marketer Weighs in on the Risks/Benefits of Drug Promotion", <i>Regulatory Affairs Focus</i>, March 2006. • Member of Panel Discussion on 'Industry Marketers Partnering with their Advertising Agencies', Medical Marketing Association (MMA) Annual Meeting, Napa, CA.
<p>Education:</p>	<ul style="list-style-type: none"> • MBA with concentration in Marketing from University of Maryland • Masters in Education from American University, Washington, D.C. • B.S. in Psychology from Clark University, Worcester, MA