



HEALTHCARE INDUSTRY ASSOCIATION (HCIA)  
**RESUME BOOK**

Columbia Healthcare and Pharmaceutical  
Management Program



CLASSES OF 2023 & 2024

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# HCIA AT COLUMBIA BUSINESS SCHOOL

**The Healthcare Industry Association (HCIA)** is committed to expanding opportunities outside of the classroom for Columbia Business School students to learn about the many segments of the healthcare industry. Working in close collaboration with the Healthcare and Pharmaceutical Management Program, the HCIA organizes a variety of activities throughout the year. It offers members the opportunity to increase their knowledge of the healthcare industry, expand their professional networks, learn about diverse career paths, and secure internships, full-time opportunities, and in-semester projects.

The healthcare-related activities broaden students' exposure to global healthcare practice and complement the learning that occurs in the classroom. Students interact regularly with leading industry practitioners, many of whom are alumni, through experiential learning opportunities and programming. The following events are offered throughout the year:

- Columbia Business School Annual Healthcare Conference
- Healthcare career panel
- "Day in the Life" events with select corporate partners
- Lunch & Learn networking events
- Alumni networking events
- Executive Speakers
- Treks & NYC site visits

HCIA members accept full-time and internship positions across the spectrum of the healthcare industry. Many students are recruited into management development rotation programs and functional positions (finance, marketing, business development, strategic planning, etc.) at global healthcare enterprises and early-stage life sciences and healthcare services companies. Students also obtain healthcare-focused positions in consulting, investment banking, private equity/venture capital, and nonprofit organizations.

More information can be found on our website at [columbiahcia.com](http://columbiahcia.com)

# HEALTHCARE AND PHARMACEUTICAL MANAGEMENT PROGRAM

**Columbia Business School's Healthcare and Pharmaceutical Management (HPM) Program** provides students with a real-world understanding of the increasingly complex healthcare environment. Through a multidisciplinary approach shaped by innovative course offerings, complementary out-of-class activities, networking opportunities with industry leaders, and one-on-one career planning/mentoring, the Program offers a dynamic learning experience focused on the major issues affecting the global healthcare ecosystem. The HPM Program emphasizes critical thinking and encourages the development of new approaches to address the strategic, economic, competitive, technological, and sociopolitical challenges facing this important sector. Healthcare courses are offered as electives (no minimum requirements) within the overall curriculum at Columbia Business School, enabling students to tailor their coursework to their individual needs and career aspirations.

The HPM Program offers students:

- A flexible, comprehensive, and pragmatic array of healthcare courses
- A career-focused approach to learning and professional development
- A powerful network of alumni and other healthcare business professionals
- A global perspective
- An entrepreneurial mindset
- Access to the world-class Columbia healthcare community

The HPM Program was established in 2006 and is currently led by Prof. Carri W. Chan. Prof. Chan brings over 10 years of academic and industry experience where her work focuses on combining data analytics with mathematical modeling to develop evidence-based approaches to improve healthcare delivery, especially for patient flow through hospitals. She has worked closely with cutting edge hospital systems including Kaiser Permanente, NewYork-Presbyterian, and Montefiore Medical System. The Program was designed with seasoned industry executives who understand first-hand the skills and industry insight necessary to be successful in this dynamic and highly challenged global business sector.

Healthcare electives build on the MBA Program's rigorous core-curriculum and are designed and taught by a unique mix of experienced industry executives and prominent CBS faculty. They cover each major healthcare sector (biopharmaceuticals, medical devices and diagnostics, healthcare services, and healthcare information technology) on a global basis, from both industry and investor perspectives. Additionally, all functional areas are covered: strategy, management, marketing, finance, business development, M&A, risk management, operations, and policy.

The Program helps students successfully pursue careers in pharmaceuticals, biotechnology, medical devices & diagnostics, healthcare services/HCIT, management consulting, investment banking, equity research, venture capital, private equity, and entrepreneurship.

Information on the HPM Program can be found at: [www8.gsb.columbia.edu/healthcare/](http://www8.gsb.columbia.edu/healthcare/)



## MATTHEW BOWEN

mbowen23@gsb.columbia.edu  
Strategy, Corporate Development  
Northeastern University, Boston, MA  
BS, Health Sciences, 2017

### PFIZER, New York, NY Marketing Summer Associate, 2022

Partnered with cross-functional team to develop growth hormone portfolio strategy, including updates to long-range forecast and development of 2023 financial operating plan for pre-launch asset

Led workshop with key field team stakeholders to propose and refine new marketing resources to increase nurse and HCP awareness of Somavert for acromegaly, leading to development of new branded print and digital content

### PEAR THERAPEUTICS, Remote Corporate Development Intern, 2022

Sourced and reviewed new partnering opportunities consistent with business objectives to enhance Pear's market leadership in digital therapeutics

Conducted competitive intelligence and performed due diligence for business case development to support deal decision-making

### TRINITY LIFE SCIENCES, Boston, MA Senior Consultant, 2019 - 2021

Led 4-member team to assess the market opportunity for a rare disease therapeutic, informing the client's \$1B corporate valuation and leading to client decision to pursue a sale of the company

Designed and co-facilitated competitive strategy workshop for 100 employees of a global pharma company, driving client decision to pursue licensing deal



## BEN BREUER

bbreuer23@gsb.columbia.edu  
Entrepreneurship, Strategy  
Dartmouth College, Hanover, NH  
BA, History, 2017

### ALEDADE, Bethesda, MD Senior Growth Analyst 2019 - 2021

Crafted company's expansion strategy to drive revenue and improve product through larger physician network leading to addition of over 450 new practices and 500,000 patients

Developed go-to-market strategy for new line of business to enable physicians to establish independent practices. Presented plan and received consensus from CEO which is currently under development

Led initiative to establish dynamic pricing structure to replace existing practice participation agreement to drive higher revenue yields per practice and overall physician network growth

Managed strategic approach with national physician advocacy organizations, leading to increase in referrals from partner organizations through co-branded marketing materials, speaking engagements, and physician-led webinars

### THE ADVISORY BOARD COMPANY Washington, DC Research Associate 2017 - 2019

Conducted research to address client healthcare issues such as physician engagement and burnout, medical group management, physician alignment, and value-based care



## MICHAEL BUHL

mbuhl23@gsb.columbia.edu  
Finance, Private Equity

University of Virginia  
Charlottesville, VA  
BS, Double Major in Systems  
Engineering & Economics, 2016

### BLACKBURN PARTNERS, New York, NY MBA Associate Summer 2022 - Present

Evaluated three investment deals across healthcare and agriculture industries. Anticipated close on \$70M healthcare anchor deal for freestanding MRI centers and additional \$40M in add-on acquisitions

Analyzed financials for deals, constructed leveraged buyout models, and performed due diligence including commodity pricing and static pools analyses

Convinced seller to reduce EBITDA and accrual assumptions by 10% to reduce final purchase price

### PONTE PARTNERS Investment Associate Summer 2021

Constructed three statement financial models and forecasted expected returns for three transactions in healthcare and cybersecurity industries. Completed first-close of preferred shares of cybersecurity company

Conducted due diligence, including total addressable market analysis, customer research, and competitive landscape, and fielded investor raised questions. Secured \$12M in fundraising across LPs

### EY Senior Consultant 2016 - 2021

Co-founded RegTech practice to advise clients on proactive enhancements in supervision and compliance functions to reduce SEC, FINRA, and state regulatory issues and improve operations



## JOE CROSSON

jcrosson23@gsb.columbia.edu  
Business/Corporate Development  
& Consulting

Yale University, New Haven, CT  
BS, History of Science, Medicine  
& Public Health, 2016

**ELEVANCE HEALTH, New York, NY**  
Summer Associate, Innovation  
Summer 2022

Collaborated with firm's digital internal accelerator program to enhance strategic planning and operations management

Developed a first-of-its-kind detailed playbook for the accelerator program, including an overview of best practices, mapping of key internal stakeholders, framework for strategic priorities, new opportunity evaluation templates, and more

**MARWOOD GROUP, New York, NY**  
Associate  
2016 - 2021

Stewarded relationships and provided consulting services for 17 retainer clients including private equity firms, asset managers, middle market lenders, and healthcare corporations

Led firm's Medicare benchmarking analysis team covering national, statewide, and provider-specific metrics for various Long-Term Care (LTC) settings

Managed analyses of regional top payers' (commercial, Medicare Advantage) perspective on a given service line

Developed market sizing and financial models utilizing publicly available and internally sourced data

Completed regulatory/legislative diligence through online sourcing and stakeholder interviews on Medicaid/Workers' Compensation programs across multiple states, with a focus on specific programs/Medicaid populations



## MIKE DUNLEVY

mdunlevy23@gsb.columbia.edu  
Investment Management

Columbia Business School  
New York, NY  
MBA, Value Investing Program, 2023

Emerson College  
Boston, MA  
BS, 2014

**BARRETT ASSET MANAGEMENT**  
New York, NY  
MBA Research Analyst  
Summer 2022

Research analyst at a concentrated, long-only firm. Strategy centered on individual stock selection with very long time horizons

Sourced new ideas, conducted primary and value-added research (VAR), and ultimately presented actionable opportunities to the investment committee. My primary idea was approved and added to the portfolio as a core position

**SOUTH MOUNTAIN ADVISORS**  
New York, NY  
Founder & Managing Member  
2019 - 2021

Actively managed an equity long/short healthcare portfolio with the pooled capital of my family, close friends, and life partner. Portfolio tear sheet and investment results available upon request

**EVERSEPT PARTNERS, New York, NY**  
Research Analyst  
2018 - 2019

Investment research at an equity long/short healthcare fund. Strategy focused on traditional value investing within healthcare

Developed and pitched investment ideas primarily among Medical Devices, Medical Equipment, and Healthcare Facilities companies. Diligence involved bottom-up revenue builds, earnings quality analysis, and ongoing dialogues with management



## MIKE EXTER

mexter23@gsb.columbia.edu  
Business/Corporate Development

**CURIE BIO., Boston, MA**  
Business Development Intern  
Summer 2022

Evaluated external R&D service providers (e.g., biologic discovery, AI/ML, structural biology) to determine who/ how Curie.bio should partner with on behalf of its portfolio companies

Conducted due diligence on market opportunity and competitive landscape for potential portfolio companies to aide Curie's VC investment decision making

Evaluated BD landscape for existing portfolio companies to identify comparable transactions and inform their deal-making strategies

**FORMA THERAPEUTICS**  
Boston, MA  
Business Development Intern  
Fall 202 - Spring 2022

Led global forecast updates for lead asset to assess impact of various launch scenarios on NPV

Developed commercial assessment of early-stage oncology development candidate to support clinical trial decision making

**IQVIA CONSULTING SERVICES**  
New York, NY  
Associate Principal, 2020 - 2021  
Prior roles, 2014 - 2020

Led large product engagements with focus on pharmaceutical commercial strategy: value & access, business development assessment, forecasting, patient journey/ segmentation

Served as Coach for four junior consultants with responsibilities spanning career development oversight, day-to-day coaching and semi-annual performance reviews



## MICHAEL ELIZABETH FALL

mfall23@gsb.columbia.edu  
Venture Capital / Private Equity, Finance  
Duke University  
Durham, NC  
BS, Biology  
2016

### HOULIHAN LOKEY Healthcare Investment Banking MBA Associate, Summer 2022

Conducted detailed analyses of historical same-store growth, multiple buydown, market size, physician compensation, etc. and created marketing materials that were shared with potential buyers for two healthcare services companies (one sponsor-backed, one founder-owned) pursuing acquisition

Owned the development of a data book to respond to buyer due diligence requests, including managing a relationship with a key client stakeholder to aggregate and analyze relevant client data

### Accenture Strategy Life Sciences Strategy Consultant 2016 - 2021

Led workstream focused on identifying 25+ digital innovation opportunities within the pharmaceutical supply chain, designing and executing experiments to evaluate the risk of these opportunities, and providing recommendations on whether a larger investment is justified with the goal of increasing the speed of drugs through the supply chain

Evaluated potential technology startup partners and articulated the expected business impact back to client and internal program stakeholders

Ran execution of key proofs of concept with identified technology startups and created detailed, data-driven business cases for further scale



## ALISTAIR GLIDDEN

mgglidden23@gsb.columbia.edu  
Consulting, Strategy  
Princeton University  
Princeton, NJ  
BA, Molecular Biology, Neuroscience  
2016

### McKINSEY & COMPANY Associate Intern Summer 2022

Provided strategic and operational support to a large pharmaceutical company; reconfigured their commercial content creation process, reducing approval and deployment times by 75%

### UNIVERSITY OF ROCHESTER CENTER FOR HEALTH + TECHNOLOGY Rochester, NY Clinical Project Manager, Marketing & Digital Technologies 2019 - 2021

Created patient recruitment pipelines for clinical trials of devices and digital technologies for chronic neurological conditions

Expedited regulatory processes (audit, CAPA) through database building and POM consulting

Ran 30K-patient White House advocacy campaign to ban Parkinson's-inducing chemicals; EPA ban enacted

### Clinical Research Coordinator 2016 - 2019

Recruited 400+ patients to a novel pre-COVID telemedicine program

Produced ParkinsonTV, an educational series about Parkinson's with over 1M minutes watched in the first three seasons

Managed coordinator recruitment and selection, interviewing 800+ candidates; expanded pipeline and increased screening efficiency



## MARLOEK HOOGEWOUD

fhoogewoud23@gsb.columbia.edu  
Strategy Consulting  
Erasmus University/VU Amsterdam  
Rotterdam, The Netherlands  
MSc, Health Economics, 2017  
LLM, Corporate Law, 2018

### BCG Amsterdam, The Netherlands Consultant 2018 - 2021

End-to-end responsible for one or multiple modules of a project. Activities include performing analyses, managing stakeholders, interviewing experts, driving client workshops, and presenting outcomes to senior clients

Guided organizational redesign of Global Health department of large pharmaceutical company through interviewing all senior leaders, qualitative analyses, and program management

Supported insurance client throughout €2B potential M&A, I was responsible for overall program management, managing 10+ senior stakeholders

### DE BRAUW BLACKSTONE WESTBROEK Amsterdam, The Netherlands Intern, 2017

Supported Commercial Litigation dep. of one of the best corporate law firms in the Netherlands

Analyzed legal precedent, supported lawyers with writing procedural documents for large court cases



## HAOJIE (AARON) HU

hahu23@gsb.columbia.edu  
Entrepreneurship, Technology

NYU Stern School of Business  
New York, NY  
BS, Finance & Management  
2018

**YANRONG LIFE TECHNOLOGY**  
Shanghai, China  
Founder, Chairman & President  
2020 - 2022

Raised over 50M CNY in angel round financing for R&D of anti-aging health supplements

Led the company (30 people) from developing front-end supply chains, designing overseas trade structures, and finalizing products and formulas to constructing back-end sales channels, building a brand, creating marketing strategies and after-sales services

Sold over 12,000 bottles of NMN anti-aging health supplements and generated sales revenue of over 15 million CNY

Exited the company with a 20X return on personal investment; received the honorary alumnus status of Zhejiang University

**CHENGDU LOYALTY TECHNOLOGY**  
Chengdu, China  
Executive Board Director  
2017 - 2022

Directed the firm's transition from a NEEQ listed company to a Growth Enterprise Market (GEM) listed company

Led the financing team to complete a major M&A deal with Interchinawater at a valuation of over 520M CNY

Conducted comprehensive capital operations, executed strategic planning and actions, and oversaw cash flow management



## JACKSON KOORSE

jkoorse23@gsb.columbia.edu  
Finance

College of the Holy Cross, Worcester, MA  
BA, Economics, Environmental Studies  
20174

**BANK OF AMERICA, New York, NY**  
Investment Banking Summer Associate  
Summer 2022

Conducted business valuation analyses for M&A and capital markets transactions within the healthcare sector

Developed gene editing landscape report covering key trends, current valuations, and upcoming catalysts to inform clients on acquisition targets and industry developments

**CAPCO, New York, NY**  
Senior Consultant, 2021  
Consultant, 2018 - 2021  
Associate Consultant, 2017 - 2018

Coordinated with salespeople and IT to develop a tool that tracks client inquiry parameters and alerts salesperson once matching bonds become available to trade; increased municipal bond sales desk revenues by 2.7% at a Tier 1 bank

Designed and implemented an enhancement to allow salespeople to log client inquiries and request for bond quotes via a single trading system interface; improved capture of client inquiry data for a Tier 1 bank's corporate credit sales desk

Provided recommendation for an automated workflow linking salesperson communication records to trade transactions; reduced trade record report creation time by 95% for a global bank

**JDRF, New York, NY**  
Volunteer, 2019 - Present

JDRF Online Diabetes Support Team: respond to inquiries on medical device technology and provide support to diagnosed families and those living with type 1 diabetes



## ALEXANDRA LEWIS

alewis23@gsb.columbia.edu  
Entrepreneurship, Venture Capital  
& Private Equity

University of Pittsburgh Medical School  
Pittsburgh, PA  
MD, Medicine 2010

London School of Economics  
London, UK  
MSc, International Health Policy, 2006

Yale University, New Haven, CT  
BA, History of Science History of  
Medicine 2005

**BV INVESTMENT PARTNERS**  
In-Semester Fall Intern, 2022

Conducted due diligence research to identify investment opportunities in the synthetic biology ecosystem

**MEMORIAL SLOAN KETTERING  
CANCER CENTER, New York, NY**  
Thoracic Anesthesiologist  
2014 - Present

Clinical Duties: Responsible for the perioperative anesthetic management of oncology patients. Responsible for scheduling, assigning, and managing resources at multiple surgical sites

**Director of Regulatory Affairs**

Responsible for hospital accreditation standards and CMS regulatory policies. Provide analysis & interpretation of federal quality, performance and patient safety policy regulations

**Institutional Review Board Member**

Review and monitor clinical trials involving human subjects. Perform ethical review of research protocols & determine whether protocols comply with regulations

**Co-Chair of ERAS Program**

Lead a multidisciplinary team in the development of standardized clinical protocols to optimize perioperative care for oncology patients. Created metrics to assess program success





## ZACHARY LOGAN

zlogan23@gsb.columbia.edu  
Management, Consulting  
Wesleyan University  
Middletown, CT  
BA, Economics, 2015

### MONITOR DELOITTE, New York, NY Senior Consultant 2016 - 2021

Multiple client engagements including a niche product analysis for a midsize biopharma, in which we led market analysis and competitive landscape breakdown of Hematology market entrant; delivered insights for commercial resource requirements and profitability analysis

INTERNAL STRATEGY GROWTH MARKET OFFERING ASSESSMENT: Conducted market research and CEO surveys to develop framework for enterprise recovery from COVID-19; work resulted in new engagement and \$50M+ in projects sold

SHARED SERVICE ANALYTICS EVALUATION FOR BIG PHARMA: Crafted in-depth weighted evaluation model to test analytical capabilities of vendors as part of a shared-service detailed design phase; model used by client to select partner

LARGE-CAP PHARMA STRATEGIC PROJECT LAUNCH SUPPORT: Developed launch timeline and provided support for multibillion-dollar product launch which ensured launch adhered to timeline, reducing time to market over 50%

### MASSACHUSETTS GENERAL HOSPITAL Boston, MA Student Intern at Yawkey Electrophysiology Clinic 2013

Spearheaded patient data project to organize EKG data; resulted in more informed treatment recommendations. Collaborated with research team of physicians to find insights from cardio-implant data of new devices



## ANDREW LOGERFO

alogerfo23@gsb.columbia.edu  
Venture Capital / Private Equity & Management  
Georgetown University  
Washington, DC  
BA, Government  
2014

### HEALTHCARE ROYALTY PARTNERS Stamford, CT Summer Investment Associate 2022

Evaluated structured financings and royalty acquisition / revenue interest transactions across the late development- / early commercial-stage biopharmaceutical sector

Responsibilities included deal structuring, due diligence, commercial forecasting, and financial modeling & analysis

### BMO CAPITAL MARKETS New York, NY Vice President, 2020 - 2021

Advised management teams of public and private companies across the healthcare industry on financing and strategic initiatives

Collaborated with group leadership on day-to-day management of client relationships and development of new client acquisition strategies

Implemented and led efforts to align group-wide strategy and facilitate efficient utilization of team resources across capital markets and industry coverage groups

Oversaw mentorship and training of 15-member junior team

### Senior Associate, 2017 - 2020

Executed equity, debt, and M&A transactions totaling over \$5B in aggregate value

Managed key transaction workstreams including drafting of prospectuses and marketing materials, development of operating models and valuation analyses and due diligence



## MARK LUNDQUIST

mlundquist23@gsb.columbia.edu  
Management, Strategy  
Weill Cornell Medical College  
New York, NY  
PhD, Pharmacology, 2012  
University of Pennsylvania  
Philadelphia, PA  
BSE, Chemical Engineering, 2003

### ALPHINA THERAPEUTICS New Haven, CT Associate Director 2022

Leading the development of novel therapies in cancer at a newly formed biotech focusing on synthetic lethality

### KADMON, a Sanofi Company New York, NY Senior Scientist 2018 - 2022

Identified novel targets for therapeutic development in Immuno-oncology and fibrotic disease. Developed small molecule or biologic assets against novel targets and optimized assets from pre-clinical stage to the clinic

Designed and executed experiments for the development of pre-clinical data on novel therapeutics, which were then compiled into patent applications and IND filings

### MEYER CANCER CENTER AT WEILL CORNELL New York, NY Instructor of Medicine 2014 - 2018

Headed academic research teams that published major articles detailing breakthroughs in cancer metabolism research in molecular cell, nature, and cell

Co-lead for the development and study of novel cancer treatments focusing on defects of cellular metabolism in breast cancer, in collaboration with an outside biotech firm which led to its acquisition



## SHRIYA MANTRY

smantry23@gsb.columbia.edu  
General Management  
University of Pennsylvania  
Philadelphia, PA  
BS, Double Major in Biomedical  
Engineering and Economics  
2017

**PFIZER, New York, NY**  
**Marketing Associate**  
2022

Conducted end-to-end mapping of key opinion leaders (KOLs) on social media to prepare for global launch of lung cancer asset by prioritizing 15 KOLs with largest digital presence and developing recommendations to engage with them in following year

Spearheaded brand planning refresh for global lung oncology portfolio by surveying top 20 markets for upcoming marketing needs, identifying top 5 common priorities, and forecasting operating expenses for top 5 brand tactics under \$4M budget

Oversaw development and completion of a HCP-facing branded product infographic by defining concept, managing creative agency, and ensuring compliance with medical, legal, and regulatory requirements

**PwC, New York, NY**  
**Senior Associate**  
2017 - 2021

Formulated a cross-portfolio COVID-19 response plan for a Top 10 Pharma client by modeling impact to sales forecast, conducting market research on HCP prescribing behaviors, and identifying "virtual" launch tactics for gastroenterology asset

Developed go-to-market strategy for cervical cancer asset based on insurance claims data analysis that maximized 95% of patient reach across 10% of prescribing HCPs; gained buy-in from CEO and Chief Commercial Officer



## WILL McMINN

wmcminn23@gsb.columbia.edu  
Venture Capital / Private Equity  
University of California San Diego  
San Diego, CA  
BA, International Studies & Business, 2018

**MEMORIAL SLOAN KETTERING**  
**New York, NY**  
**Investment Intern, 2022**

Created digital health thematic investment strategy, including a portfolio and MSK-wide exposure analysis; recommendations span the oncology direct investment pipeline, manager selection, and capability build with the office of technology development

Designed Israeli private equity and venture capital investment strategy, identifying opportunity sets at the convergence of emerging managers, evolving industries, and dynamic geopolitical considerations

Conducted diligence on private equity and venture capital investments, as well as oncology-related direct startup investments

**BLUE NOTE THERAPEUTICS**  
**Los Angeles, CA**  
**Business Development Manager, 2021**

Completed digital health horizon scan; identified market trajectory and key players, and provided board of directors with strategic recommendations across corp. dev., R&D, and commercialization

Built near-term commercial strategy and capabilities; launched HCP promotional campaigns, and led sales calls with providers and payers, converting 8 clinical sites from leads to customers

**AMGEN INC., Thousand Oaks, CA**  
**Interim Chief of Staff to GM, US**  
**Oncology Business Unit, 2020**

Partnered with GM to design, implement, and measure progress of key commercial strategic priorities for 10 promoted products



## ZACH MILLER

zmiller23@gsb.columbia.edu  
Technology, Entrepreneurship  
University of Southern California  
Los Angeles, CA  
BS, Accounting  
2016

**SALESFORCE, New York, NY**  
**MBA Intern - Business Value Services,**  
**Healthcare & Life Sciences**  
**May - August 2022**

Outlined and measured financial benefit of 5 Salesforce solutions for 10 medical device customers, leading to \$900K in sales closed

Led strategic sales support at \$30B medical device manufacturer, collaborating across teams to build business case for new analytics solution (\$100M+ in benefits) that provided greater seller visibility into physicians' hospital relationships and diagnosis/payer mix

**SESAME CARE, New York, NY**  
**MBA Intern - Partnerships**  
**January - May 2022**

Identified 9 partner types (primarily distribution and marketing-focused); contacted ~150 potential partners

Pitched 10+ potential partners, leading to 1 partnership executed and 2 partnerships in-flight

**DELOITTE CONSULTING**  
**Los Angeles, CA**  
**Healthcare Strategy Consultant**  
2018 - 2021

Constructed vision and strategy for digital at-home testing platform projecting 25% revenue growth by focusing on 5 products (i.e., tests for diabetes, kidney disease, etc.) and 2 customer segments

Built financial model for retailer's health and wellness business (i.e., retail health clinics, virtual health offerings) projecting \$20B of revenue and 19% IRR; used by C-suite to make investment in health and wellness



## ARUN NAKHASI

anakhasi23@gsb.columbia.edu  
Management

University of Alabama at Birmingham  
Birmingham, AL  
BS, Healthcare Management, 2015

### EPIC SYSTEMS, Verona, WI Implementation Manager, 2018 - 2021

Supervised three implementation consultants in managing 5-15 hospital-employed software analysts through 10-17 month/\$100-\$500k budget software implementations

Co-led an internal transformation of Epic's standard implementation process for Breast Imaging software, resulting in a 50% reduction in client-reported 'red flag' patient safety concerns, from 10 to 5 by end of 2019

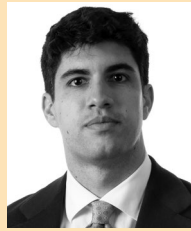
Created new efficiency lead role within radiology department of 400 employees, responsible for improving the execution of all implementations of radiology software worldwide

### Implementation Consultant, 2016 - 2018

Led teams of 5-15 software analysts over 15 months in completing comprehensive due diligence on health system's current-state processes and workflows, including executive interviews and data analysis

Coordinated training hundreds of radiologists, nurses, technologists, and ancillary staff and forecasted high-value radiology department P&L post-launch of Epic software to ensure revenue integrity

Forecast high-value Radiology department P&L post-launch of Epic software to ensure revenue integrity



## ANDREA NAPOLITANO

anapolitano23@gsb.columbia.edu  
Business Development  
& Entrepreneurship

Columbia Law School  
New York, NY  
LLM, 2018

Università di Roma Tre  
Rome, Italy  
MA in Philosophy, 2018

LUISS University  
Rome, Italy  
LLB, 2015

### SERVIMED INDUSTRIAL Rome, Italy Business Development Manager 2019 - 2022

Scouted partners, negotiated commercial agreements, advised clients in product pre-/post-launch phases, managed global network of distributors, oversaw IP processes, supported Supply Chain department in preparing production forecasts, identified marketing/customer care strategies with the Marketing department

Spearheaded expansion of international business; opened new distribution channels

Oversaw 140% increase in revenue, acquisition of 20+ stable international clients, entry into 30+ new markets, launch of five products, and release of three international patents

### CLEARY GOTTLIEB STEEN & HAMILTON LLP Rome, Italy 2018 - 2019

Served cross-functional role in the M&A and Corporate Litigation departments. Advised on M&A, financing deals, corporate governance, and several complex commercial disputes. Drafted SPAs



## LAUREN NEWFIELD

newfield23@gsb.columbia.edu  
Marketing, Business

Syracuse University  
Syracuse, NY  
BS, Advertising  
2018

### EVOKE, New York, NY Account Supervisor 2021 - 2022

Led 8 relationships with marketing partners at 5 pharmaceutical companies, ensuring strategic imperatives aligned with customer perceptions by analyzing market research, which helped organically grow business by 30% in 2021

Conducted quantitative competitive analysis comparing media performance for Oncology new business pitch which led to an additional \$5MM in client billings in 2021, making it the most profitable on the account

Managed and onboarded cross functional team of 12 junior account members, copywriters, designers, and strategists to ensure team understanding and adoption of key strategic initiatives and KPIs

### Senior Account Executive 2020 - 2019

Oversaw customer-centric design and messaging flow for the first ever NASH patient education website. Within 1 quarter, the site grew 3x in unique website visits, CRM registrants, and patient information downloads

Led discussions between global partners and tech teams to ensure that all strategic initiatives were reflected on website launches. As a result, Evoke was awarded with more business in 2021, including a \$250k+ retainer fee

Leveraged quarterly analytics report to spearhead updates to a prescription adherence email stream. After optimizing, the click to open ratio rose to 30.4% in 2020- the highest ever since Evoke began working on the business



## FAWAD PIRACHA

fpiracha23@gsb.columbia.edu  
Management, Private Equity  
St. John's University  
Jamaica, NY  
PharmD (Doctor of Pharmacy)  
2016

**KABAFUSION, Cerritos, CA**  
**Chief Clinical Officer**  
2019 - Present

Designed and implemented Present Oversee disease-specific program development (e.g., rare diseases, autoimmune blistering diseases, neuromuscular diseases, immunodeficiencies, solid organ transplant, etc.) for a \$750M+/year healthcare company

Spearhead development of new revenue streams in collaboration with biopharmaceutical manufacturers, physician investigators, and contract research organizations as it relates to clinical research services and clinical programs

**REGENERON, Tarrytown, NY**  
**Pharmacovigilance/Risk Management**  
2016 - 2019

Co-led Risk Management activities (e.g., signal detection/management, benefit-risk evaluation, aggregate report authorship/review, etc.) for early and late-stage Immuno-Oncology (e.g., anti-PD-1; anti-LAG-3; anti-CD3/CD28; anti-PSMA/CD3, etc.) and Infectious Diseases (e.g., anti-RSV; anti-Ebola; anti-MERS, anti-Zika, etc.) programs

Led cumulative and interval data review and presentation for bi-annual and ad hoc Safety Monitoring Team (SMT) meetings to internal (e.g., clinical study team, senior management, etc.) and external (e.g., licensing partner, NIH, etc.) stakeholders



## PRANAV RADHAKRISHNAN

pradhakrishnan23@gsb.columbia.edu  
Management, Business Development  
Wayne State University  
Detroit, MI  
MS Industrial Engineering  
2011  
Anna University  
Chennai, India  
BE, Mechatronics Engineering  
2008

**NOVARTIS, East Hanover, NJ**  
**Director, Operations, Launch and Business Development**  
2019 - Present

Steering 4 therapeutic areas to accelerate drug launches and optimizing established brands into the US Market, managing teams of 100+ people

**BAYER, Raleigh, NC**  
**Global Principal**  
**North America & Latin America**  
2014 - 2019

Collaborated globally across all facets of operational excellence for North American/ LATAM region to boost quality and process optimization across the pharmaceutical businesses

**GE, Houston, TX**  
**Operations Research Analyst**  
2012 - 2014

Transformed and mobilized process improvement teams to decrease defects and advance process workflows

**US DEPT OF VETERANS AFFAIRS**  
**Detroit, MI**  
**Industrial Engineer**  
2010 - 2012

Executed vital process improvement projects to simplify procedures, reduce/ eliminate rework and boost efficiency



## VIGNESH RAJENDRAN

vrajendran23@gsb.columbia.edu  
Sales & Marketing, Strategy  
University of Delhi  
Delhi, India  
MBA, Marketing & Strategy  
2014  
Anna University  
Tamil Nadu, India  
B. Tech, Computer Engineering  
2012

**DANAHER CORPORATION**  
**Mumbai, India**  
**Country Commercial Manager**  
2016 - 2021

Led Sales and Marketing team across India, Bangladesh, and Sri Lanka to surpass growth targets; bolstered revenue to \$15M in 3 years at a CAGR of 9%. Exceeded revenue targets and expanded operating margins

Led Corporate Strategy for pricing. Provided Consulting input to key firm-wide processes and commercial initiatives (revenue and margin expansion)

Head of Diversity & Inclusion Council for India; implemented gender slate (50% representations of women in interviews)

**SUN PHARMACEUTICALS**  
**Mumbai, India**  
**Senior Product Marketing Manager, Oncology**  
2014 - 2016

Led marketing initiatives for Oncology div; boosted prescription base by 14% -v- 3% plan by driving KOL adoption

Co-lead with Market Access and developed Payer Negotiation Strategies for inclusion of high deductible oncology products

Optimized business process to support brand performance through tracing prescription share and marketing ROI



## DEVON RAYNOR

draynor23@gsb.columbia.edu  
Consulting, Strategy, Marketing

University of Pennsylvania  
Philadelphia, PA  
BA, Health & Societies  
2015

**PFIZER, New York, NY**  
Strategy & Consulting Summer Associate  
Summer 2022

Led interviews and spearheaded workshops across Pfizer's Commercial Development (Comm Dev) and Research Unit (RU) teams to understand commercial viability, scientific feasibility, and prioritization of 50+ mRNA product pipeline opportunities

**81QD, New York, NY**  
Consultant, Strategy & Insights  
2021

Identified and prioritized 200+ key physician targets and rolled out physician segmentation strategy to 50+ sales managers to streamline clients' commercial and medical targeting efforts, generating organic growth opportunities and \$400K in revenue

**Associate, Strategy & Insights**  
2019 - 2021

Spearheaded first of its kind project using in-house AI-driven models to find patients with rare disease and support client marketing efforts; created new target list of 4,000 physicians, resulting in additional client work worth \$300K

Oversaw pilot project using claims data to assess disease journey for migraine patients, informing client payer strategy; leveraged successful case study to sell similar offering to another client for \$80K

**HAVAS HEALTH & YOU**  
New York, NY  
Strategic Planning Analyst 1 & Analyst 2  
2016 - 2018

Moderated brand development workshops to define brand positioning and messaging strategies for 10+ clients



## ARTHAS ROBINSON

arobinson23@gsb.columbia.edu  
Entrepreneurship, Consulting

University of Delhi  
New Delhi, India  
BA, Business Economics  
2014

**CATEX HEALTH**  
New Delhi, India  
Co-Founder & Director  
2015 - 2021

Scaled business to \$500K+ revenue in 2020; developed four business models combining technology and clinical value to serve patients with non-communicable diseases in both urban and remote regions of India

Created India's first "No Download" telemedicine system; spearheaded full product lifecycle from building product roadmap, mapping customer journeys, defining requirements, overseeing development, to launch and refinement

Improved patient compliance and post-operative outcomes of 36,000+ individuals; designed system UI/UX to provide protocol based personalized education, identified and integrated IoT devices into online platform for patient monitoring

Enabled 10,000+ patients in underserved areas in India, Africa and Middle East to access specialist doctors via telemedicine; setup 20 rural health centers by building local partnerships, marketed solution to CEOs of largest Indian hospital chains

Enrolled 100+ doctors to conduct video consultations; organized novel digital community health camps which allowed low-income patients to access specialist care

Directed a cross-functional team of 11 members across Operations, Technology, HR, Finance and Marketing to develop and launch new services, achieve product-market fit, streamline operations, drive sales and coordinate recruitment



## BILLY ROONEY

wrooney23@gsb.columbia.edu  
Technology, Healthcare

University of North Carolina  
Chapel Hill, NC  
BA, Economics  
2015

**GOOGLE**  
Solutions Consultant MBA Intern  
Summer 2022

Spearheaded organizational strategy and analytics projects for Google's gCare Display and Video Ads team to achieve measurable improvement in platinum clients' product satisfaction scores

**DELOITTE CONSULTING LLP**  
Senior Consultant  
2018 - 2021

Led enterprise-wide strategy engagements to improve healthcare providers' business processes and customer experience offerings through technology optimization, operations transformation, and digital innovation

Operationalized cloud-based data analytics hubs with advanced reporting and visualization features for health system executives, clinical staff, and business operators to monitor KPIs in real time

Co-authored Deloitte's future healthcare provider automation and artificial intelligence eminence paper and formulated strategies for the firm's ConvergeHEALTH™ solution development, go-to-market approach, and value delivery structure

**CLOUDMED (Triage Consulting Group)**  
Senior Associate  
2015 - 2018

Drove comprehensive revenue cycle engagements for independent, regional, and national hospitals and health systems

Built intricate pricing and analytics tools to rapidly identify opportunities for revenue recovery and process improvement



## SAM RUDE

srude23@gsb.columbia.edu  
 Management, Consulting  
 University of Pennsylvania  
 Philadelphia, PA  
 BA, Economics & Political Science  
 2017

**OPTUM INC.**  
 El Segundo, CA  
 Launch Leadership Program Intern  
 Summer 2022

Developed a new operating model and in-clinic pilot to more efficiently capture patient risk factors for Optum California, a value-based medical group serving >500K members in the LA area, in order to improve access and outcomes

**L.E.K. CONSULTING**  
 New York, NY  
 Consultant  
 2017 - 2021

Provided M&A and growth strategy consulting to Fortune 500, private equity, and middle-market clients in the healthcare services industry

Conducted 20+ engagements; sample project experience includes:

Developed 5-year strategy for the healthcare division of a Fortune 50 company; examined client data to assess performance of business lines relative to industry, informing prioritization of initiatives and overall strategic goals

Charted competitive strategy for self-insured business of a payer with ~3M lives; calculated competitiveness of negotiated rates, analyzed claims data to delineate disadvantages and detailed next steps

Conducted multiple buy- and sell-side due diligences for private equity sponsors spanning physician practice management organizations, healthcare IT solutions, and long-term care providers



## HARRISON SHAPIRO

hshapiro23@gsb.columbia.edu  
 Consulting, Strategy  
 Tufts University, Somerville, MA  
 BA, History, Finance, Econ, 2016

**DELOITTE**  
 Summer Associate, 2022 - 2022

Revamped the deal strategy for a major bank's healthcare practice, including creating go-to-market materials and planning an internal training session for senior bankers

Oversaw a junior consultant in developing a client-specific future of healthcare perspective

**PACIFIC WESTERN BANK**  
 AVP - Life Sciences Venture Banking  
 2020 - 2021

Collaborated with VC partners and healthcare startup executives to provide tailored debt financing

Led the Life Sciences team in securing PPP loans for 42 clients

**BECTON DICKINSON**  
 Audit Accelerator - Internal Audit  
 2018 - 2020

Led teams on operational / financial assessments of various sites, including the HQ of an \$800M business, to identify opportunities for process improvements and implement proposed changes

Partnered with the CRO to assess department's progress on key initiatives and create presentation materials for BOD reporting

**Senior Analyst - Corp. FP&A**  
 2018-2018

Performed financial analyses and developed presentation materials to communicate risks and opportunities to executive leadership as part of long-range company-wide strategy review

**FLDP Analyst - Corp. FP&A / IR**  
 2016-2018

Provided insights to company executives for earnings releases, internal reviews, and one-off scenarios, (e.g., \$100M divestiture)



## EMILY SMITH

esmith23@gsb.columbia.edu  
 Strategy, Operations  
 Georgetown University  
 Washington, DC  
 BA, Government and Spanish  
 & Portuguese Studies  
 2018

**THIRTY MADISON**  
 New York, NY  
 Summer Graduate Intern - Cove  
 June - August 2022

Managed cross-functional profitability and accessibility initiatives for Cove, the largest migraine telemedicine clinic in the US

Built a profitability and demand forecast model to optimize the allocation of \$100,000 in monthly ad spend and the reorder of 40,000 wellness product units

Developed an implementation plan to deliver end-to-end Spanish language migraine care to patients

**THE COHEN GROUP**  
 Washington, DC  
 Senior Associate  
 2021

Led a team of seven to redesign a top-3 US hospital group's business development strategy in Latin America, leading to partnership agreements with three regional healthcare providers in the areas of digital health, physician training, and patient referrals.

Managed a twelve-person cross-functional team to devise and implement a risk mitigation strategy for an \$11M laboratory investment in Mexico.

Orchestrated discussions between the head of Brazil's COVID-19 vaccination strategy and the president of a materials science company, presenting how the client's proprietary vials could optimize Brazil's vaccine distribution.



## VISHAKA SRINIVASAN

vsrinivasan23@gsb.columbia.edu  
Consulting, Strategy  
University of California, Los Angeles  
Los Angeles, CA  
BS, Computational Biology  
2016

**KEARNEY**  
New York, NY  
MBA Summer Associate  
2022

Built the first turnaround time (TAT) dashboard to track patient lifecycle from referral to drug dispensation (for a \$3B US infusion pharmacy client) identifying that only 20% of client's ~400 monthly chronic patient referrals met TAT target during onboarding process

**AMGEN**  
Thousand Oaks, CA  
Sr. Associate, Enterprise Analytics  
2019 - 2021

Selected to lead upgrade of existing clinical infrastructure to new industry standard within a 4-month delivery timeline against an ongoing trial; efforts led to FDA approval of first treatment for an "undruggable" lung cancer mutation

Managed data migration of 45 clinical trial study designs to new model, affecting 31 business processes such as subject enrollment, and study execution, leading to accelerated approval of LUMAKRAS in under 28 months (industry record)

Constructed spend summary dashboard of Amgen's \$57M technology budget to accelerate approvals and resource allocations for 14 projects under COVID-related constraints; presented portfolio re-prioritization strategy to CIO and team to gain buy-in

**Associate, Research Informatics**  
2016 - 2019

Spearheaded data curation efforts across therapeutic research areas to build and launch critical scientific data search tool



## LARRY TANG

ltang23@gsb.columbia.edu  
Healthcare, Technology  
University of Pennsylvania, Wharton  
Philadelphia, PA  
BSc, Economics, 2014

**BOLT FINANCIAL, San Francisco, CA**  
Product Management Intern  
Summer 2022

Formulated B2B checkout product strategy; identified 37 B2B merchants worth \$650M+ in GMV; audited 10 competitor products; developed MVP roadmap

Led checkout UX refresh efforts, executing 52 'polish' items

Spearheaded three A/B experiments on checkout & login navigation; reduced latency by 11% and improved login success by 4%

**HEARST HEALTH, New York, NY**  
Corporate Development Associate  
2019 - 2021

Established M&A strategy for two healthcare software businesses, sourcing and evaluating ~150 targets and partnerships worth \$30M+ in five-year revenue

Managed workstream requirements, conducted customer research, evaluated product-market fit, and prepared financial models for acquisitions of \$500M plan benefits software platform and \$1.3B patient referral software provider

**STEPSTONE GROUP, New York, NY**  
Private Equity Associate, 2017 - 2019

Performed financial modeling and company & industry research; managed transaction processes, and earned approval for 14 investments totaling \$22B in deal size and \$1.2B in equity invested.

Collaborated with data science team to design and launch web-based portfolio analytics platform used to win firm's largest client.

**AULDBRASS PARTNERS**  
New York, NY  
Financial Analyst  
2014 - 2017



## YUXI TU

ytu23@gsb.columbia.edu  
Investment Management & Private Equity  
University of Hong Kong  
Hong Kong, China  
BS, Economics & Finance  
2016

**ICBC INTERNATIONAL INVESTMENT MANAGEMENT**  
Hong Kong, China  
Senior Associate, Industry Investment  
2019 - 2021

Assessed and executed investment opportunities across biotech, pharma, medtech, healthcare services, HCIT, CDMO sectors

Monthly evaluated 20+ clinical-stage biotech and innovative Medtech companies, led key product due diligence including literature review, expert interviews, competitive landscape analysis, policy analysis, and built disease-based risk-adjusted DCF models

**CHINA RENAISSANCE SECURITIES**  
Hong Kong, China  
Equity Research Associate  
2018 - 2019

Assisted lead healthcare analyst to ramp up research coverage in China CRO/Hospital/Biotech sectors, received massive client requests thereafter

**J.P. MORGAN**  
Hong Kong, China  
Investment Banking Analyst  
2016 - 2017

Collaborated directly with senior bankers to compile discussion/marketing materials and participated in IPO, M&A, and debt issuance deals



## TOLANI UTHMAN

tuthman23@gsb.columbia.edu  
Finance, Investment Management  
University of Chicago  
Chicago, IL  
BA, Economics, 2016

**PURA VIDA INVESTMENTS, LLC**  
New York, NY  
MBA Intern, 2022 - Present

Conduct valuation analyses and meetings with portfolio companies' management to generate value for investors

**THE GOLDMAN SACHS GROUP, INC.**  
New York, NY  
Summer Associate, GIR  
2022 - 2022

Completed three-statement model & valuation of a company in the Life Science Tools & Diagnostics sector

Delivered a stock pitch & thematic sector trend presentation to Investment Review Committee (IRC)

Wrote and had published note summarizing key highlights following a 2Q22 corporate earnings call

**BECTON, DICKINSON, AND COMPANY**  
Franklin Lakes, NJ  
Analyst, Commercial Operations  
2017 - 2021

Oversaw pricing & membership operations for 32 Self-Distributor client accounts (\$475M+ revenue) across five national Group Purchasing Organizations

Functioned as liaison among 30+ associates across multiple levels and teams, leading biweekly cross-pillar calls and directing all communications pertaining to \$40M account

**PARKEAST MEDICAL SERVICES**  
Brooklyn, NY  
Business Development Associate  
2016 - 2017

Developed Excel database to maintain thousands of patient records and streamline registration/check-in processes



## XINYING YAO

xyao23@gsb.columbia.edu  
Investment & Consulting  
University of Virginia  
Charlottesville, VA  
BS, Commerce  
2017

**CBC GROUP**  
New York, NY  
Summer Investment Associate  
2022 Summer

Reviewed over 5,000 potential opportunities with late stage assets and assessed their market potential in Asia, successfully advanced 5 targets to the investment committee for review

Conducted due diligence research on products within fungus infection, CAR-T and NK therapies, understood industry trends, competition, and newest development updates

Built forecast model and brand strategy for our holding company within the cosmetic surgery market in the US based on analyst reports and KOL interviews

**NAVIGANT CONSULTING  
(GUIDEHOUSE CONSULTING)**  
New York, NY  
Consultant  
2017 - 2021

Brand strategy for a clinical-stage ophthalmic biopharmaceutical company looking to identify the disease focus for a novel micro-dose eyedrop dispenser in late-stage development

New product entry for a \$4B multinational French pharma company to launch a novel injectable drug that treats a complex unexplained allergy disease, chronic idiopathic urticaria





### IFE ADEBAYO

iadebayo24@gsb.columbia.edu  
Finance

Tufts University School of Medicine  
Boston, MA  
MPH, Health Services  
Management & Policy, 2017

Tufts University  
Medford, MA  
BA, Economics & Community Health  
2016

**PLUM ALLEY INVESTMENTS**  
New York, NY  
Kapor Capital Summer Fellow  
Summer 2022

Analyzed investment opportunities and developed investment memos to aid in the success of technology and healthcare startups in their Series A funding

**ARTISAN HEALTHCARE CONSULTING**  
Engagement Manager  
2017 - 2022

Drafted and presented new project proposals as well as staffed and managed 4-6 concurrent projects ranging from product sales forecasts to portfolio prioritization to support the commercial growth of biotechs and pharmaceutical companies

Created three licensing revenue models to advise a multi-billion dollar pharmaceutical company on key revenue streams and aid in their clinical development strategy

Founded the Diversity, Equity, and Inclusion Initiative, dedicated to creating a collaborative and inclusive workplace via policy and recruitment changes; annual budget of \$50K and a team of 12 employees



### PALAK BAJAJ

pbajaj24@gsb.columbia.edu  
Marketing, Strategy

Carnegie Mellon University  
Pittsburgh, PA  
BS, Chemical Engineering  
& Biomedical Engineering, 2018

**PUTNAM ASSOCIATES**  
New York, NY  
Senior Associate Consultant, 2022  
Associate Consultant II, 2020 - 2021

Identified enhancements for a target product profile for a first-in-class medical device use alongside bladder cancer immunotherapy by leading 70+ urologist-oncologist interviews, and presented 6 profile-enhancements to brand lead VP

Assessed knowledge gaps causing limited diagnosis of osteogenesis imperfecta across 5 different physician segments by leading 100 quant and 20 qualitative interviews to develop mid-sized biotech clients' HCP disease education campaign

Forecasted future opportunity for biosimilar pegfilgrastim OBI for top 5 pharma client using excel, integrating HCP/payer insight

Built a gross-to-net calculator incorporating discounts from 5 key channels and hypothesized competitor bundling discount by iterating with senior director of top 5 pharmaceutical company to formulate pricing & bundling strategy for blockbuster vaccine

**ELI LILLY AND CO, Indianapolis, IN**  
Process Control Engineer, 2018 - 2020

Devised automation changes for a capital project that reduced water consumption by 260,000 liters per product campaign, increasing sustainability; awarded the Global Health, Safety, and Environmental Excellence award

Designed automation changes for a capital project that decoupled two tanks and led to a 33% reduction in step cycle time



### AVNI BAPAT

abapat24@gsb.columbia.edu  
Healthcare Technology

The Ohio State University  
Columbus, OH  
BS, Neuroscience  
2016

**PRICEWATERHOUSECOOPERS**  
New York, NY  
Senior Associate  
2019 - 2022

Led data analytics team of 5 junior associates to audit PBM rebate processing for 13 major pharmaceutical companies, identifying \$400K in potential cost recoupment for clients from a \$1.5M total project worth

Developed Tableau dashboard solutions for pharma clients to identify opportunities to reduce 340B drug spend. Collected client feedback leading to development of KPI features resulting in \$80K of recurring annual firm revenue

Elected as co-chair for the New York Advisory Committee overseeing planning of 30+ connectivity and development activities between for over 2,000 Associate-level staff with a \$100k annual budget

**CARDINAL HEALTH**  
Columbus, OH  
Senior Analyst, Analyst  
2016 - 2019

Partnered with cross-functional database administrators from 7 different business units to identify and integrate data to serve as a single-source of truth for sales performance, financial reporting, and targeting of ~3000 SKUs across 4,000 hospitals

Solicited buy-in from directors of sales, finance, and medical product managers to adopt self-service dashboard resulting in a 60% annual reduction of ad-hoc requests to the Analytics Department



## SARAH BESNAINOU

sbesnainou24@gsb.columbia.edu  
Strategy, Operations  
University of Pennsylvania  
Philadelphia, PA  
BA, Biological Basis of Behavior  
2016

**FLATIRON HEALTH**  
New York, NY  
Engagement Manager, RCM  
2018 - 2022

Led a team of 4 in managing account operations for Flatiron's largest RCM client

Managed new provider and new specialty implementations and provided payer contracting analytics, fostering the client's continued growth; client's revenue grew from a monthly average of \$25M in 2020 to \$42M in 2022

Created the framework around Accounts Receivable (AR), Denials monitoring, and Payer Escalations for executive RCM clients, resulting in over \$5M in settlements or claims reprocessing and a reduction in AR 120+ from 9% to 5% in two years

Led weekly and monthly revenue cycle metric reporting, including creating the reports with Excel, SQL, Microsoft Access, and Tableau, generating the insights, and presenting operational improvement opportunities to the client's C-suite executives

**INTEGRA PARTNERS**  
New York, NY  
Business Analyst  
2016 - 2018

Analyzed claims payment data to improve cash flow through payer escalations; over \$6M impact on revenue

Defined pricing models to generate additional revenue opportunities—annualized opportunities of over \$45M



## ROSS BROWN

rbrown24@gsb.columbia.edu  
Management, Consulting  
Washington University in St. Louis  
St. Louis, MI  
BSBA, Economics/Finance  
2018

**BOOZ ALLEN HAMILTON**  
Washington, DC  
Federal Consultant  
2018 - 2022

Spearheaded development, execution and adoption of change management strategies for 150+ Veteran Affairs hospitals, resulting in 10% reduction in safety events enterprise-wide

Developed and implemented logistics management metrics tracking system to measure quality of healthcare and drive overall cost reduction for key decision makers; quality of healthcare metrics have increased 10% to date

Designed and implemented standardized processes and reports to track and analyze the logistics of COVID-19 vaccines across 25 military hospitals, reducing overall wait time by 15%

Collected and analyzed feedback from over 5,000 U.S. Air Force medical members via surveys and stakeholder interviews to deliver cost effective recommendations that improved client's communication strategy

Drafted, reviewed, and submitted a ~50-page publication on client's high reliability healthcare practices that shaped work culture; publication was accepted into the Defense Technical Information Center



## BRIDGET BUTTERFIELD

bbutterfield24@gsb.columbia.edu  
Technology & Strategy  
University of California, Los Angeles  
Los Angeles, CA  
BA, Communications  
2017

**TEBRA**  
New York, NY (remote)  
Strategic Partnerships Manager  
2019 - 2022

Led key partnerships with large cap medical distribution and medical device companies, generating \$4.96M in annual recurring revenue. Designed and executed go-to-market, doubling the partner pipeline and unlocking new customer segment

Negotiated new partner agreements, working cross-functionally with internal and external legal, operations, and finance teams, secured partner commitment to deliver over \$800K in additional annual revenue via new specialized partner team

**PATIENTPOP**  
Los Angeles, CA  
Associate Channel Manager  
2018 - 2019

Managed partnership and end-to-end sales process with key medical device partner, producing \$1.09M in annual recurring revenue. Delivered guidance on leveraging digital marketing for patient acquisition (SEO, social media, reputation management, website schema) to audiences of 200+ medical professionals



## KATE COLLINS

kcollins24@gsb.columbia.edu  
Venture Capital / Private Equity, Strategy  
Union College  
Schenectady, NY  
BA, Economics & English, 2016

### DELOITTE CONSULTING

New York, NY

Senior Consultant, 2021 - 2022

Consultant, 2019 - 2021

Led Functional workstream for long-term financial planning system implementation for \$14B Global MedTech client and was responsible for bridging gap between tech and business teams during all client conversations and deliverables

Drove end-to-end execution of System Integration Testing and User Acceptance Testing phases for 20+ cross-functional stakeholders, leading to the successful closure of 1,000+ tests related to new system design and business applicability

Owned overall project status across 6 client / internal workstreams and facilitated team's relationship with senior clients on an ongoing basis for M&A project supporting \$6.5B divestiture of Fortune 100 Multinational Pharmaceutical

### GENERAL ELECTRIC

Financial Management Program

2017 - 2019

Led Operational Expenditures (OpEx) planning & forecasting and headcount tracking for 200+ GE Treasury employees

Managed Supply Chain financials for ~\$75M business, while executing the planned closure of manufacturing plant with 100+ employees and transfer of work to third party

Constructed a Foreign Exchange on Working Capital model that assessed rate impacts on cash, ultimately identifying a ~\$33M cash savings opportunity due to FX rates



## SIMONE COUNTS

scounts24@gsb.columbia.edu  
Strategy & Consulting  
Howard University  
Washington, DC  
BS, Health Management  
2018

### CVS HEALTH WORKFORCE INITIATIVES

Business Development Manager

2021 - 2022

Developed a five-year business development strategy to increase partnerships and training programs by 15% each year

Led a career development program to support children with incarcerated parents and increase the number of pharmacy technicians in New York city

Assisted with the implementation and design of a salesforce database to track 1400 partnerships

### AETNA BETTER HEALTH OF NEW YORK

Business Operations Project Manager

2019 - 2021

Collaborated with executive team to create a medical benefit ratio strategy to reduce member expenditure by 5%

Onboarded a software solutions vendor to drive efficiencies within claim processing and provider auditing

Executed a retention strategy to improve member communications and benefits offered which resulted in retaining 85% of membership

### AETNA BEHAVIORAL HEALTH

Product & Strategy Consultant,

2018 - 2019

Implemented marketing strategies for National Suicide Prevention Week to drive awareness and promote resources to 3,000 members

Created a database for senior leadership to store over 85 market trend publications and summarized content in monthly newsletter



## EMILY NEWELL DORAN

edoran24@gsb.columbia.edu  
Finance & Strategy  
Washington & Lee University  
Lexington, VA  
BS, Biology, 2016

### DELOITTE CONSULTING, LLP

Philadelphia, PA

Senior Consultant, 2021 - 2022

Consultant, 2019 - 2021

Spearheaded enterprise-wide strategy development for portfolio management and clinical innovation focused pilots at Fortune 500 Health Plan Client through prioritizing cost of care savings while reporting to CMIO, facilitated 750k of firm add-on sales.

Served as primary point of contact for 10 workstreams while developing diversification strategy for a new business offering in virtual pharmacy space, projected 50 million prescriptions to use virtual model by 2025.

Coordinated internal initiative for hyper scaling of firm's Life Science and Healthcare sector to grow CAGR from 8-10% to 14-16%, interviewed and presented to Life Science and Healthcare firm leaders to document investment asks and projected ROI.

### FRONTLINE EDUCATION

Project Manager, 2018 - 2019

Executed over 200 implementation projects / upgrades of Frontline Education's Insights Platform, consulting school administrators for required inputs and providing action plans for clients. Redesigned implementation workflow and reduced implementation length by 50%.

### EPIC SYSTEMS

Implementation Consultant, 2017 - 2018

Advised two mid-sized hospitals on system and project level support in addition to operational analysis of Epic best practices to meet project deadlines and objectives with on time and on budget go-lives.



## YUSSRE ELBARDICY

yelbardicy24@gsb.columbia.edu  
Project Management & Consulting

College of William & Mary  
Williamsburg, VA  
BS, Mathematics, 2016

### EPIC SYSTEMS, Madison, WI Consultant, 2019 - 2022

Managed a cross-functional team in building, validating, and training clinical content at multi-hospital systems across the US

Co-led Data Collection arm of Equitable Care workgroup, helping organizations optimize race, ethnicity, and language (REaL) data collection by sharing research and proven best practices from other organizations

### Application Manager, 2018 - 2019

Designed, implemented, and trained solutions that promote seamless communication of data between Epic and third party systems in hospitals in the US, Lebanon, Australia, the UK, and Singapore

Developed and implemented REDLeTr, a clinical data capture tool and dynamic research database that facilitates clinical research trials and integration into the electronic health record for 1500+ patients a year

Contributed to project scoping by prioritizing features and analyst allocation to subprojects to best meet needs of project goals

### Application Coordinator, 2016 - 2018

Collaborated cross-functionally with engineering, legal, and implementation to design country-specific workflow features

Oversaw the Physician Advisory Council at AUBMC, chaired by the Chief of Staff to guide physicians in over 100 policies

Founded the Employees of Color workgroup now with over 100 members that fostered community and championed company-wide initiatives



## JAKE ELICH

jelich24@gsb.columbia.edu  
Purdue University, West Lafayette, IN  
BA, Economics, 2017

### MTS Health Partners, New York, NY Investment Banking Summer Associates, 2022 - 2023

Played an important role on the firm's advisory team, supporting an appropriately staffed team in a broad range of transactions including; mergers, acquisitions, divestitures, restructurings, royalty monetizations and capital markets transactions

### ZS, Philadelphia, PA Associate Consultant, 2019 - 2021

Coordinated a global ZS team of nine members to advise a client on an international licensing deal, conducting product valuations and research for 11 countries

Supported diligence on Japan's healthcare market and drug pricing, supporting the client in finalizing their \$500M+ licensing deal with a Japan-only affiliate: the largest such deal in the past 10 years

Developed the US and EU forecast for a potential blockbuster launch product; results have been referenced in industry publications, news articles and investor calls, used for resource planning, and contributed to the client's \$1.5B European licensing deal

Designed a business structure and go-to-market hiring/investment timeline for launching a client's first cardiovascular drug; ~200-250 employees will be hired with \$1.8B in budgeted expenditures

Assessed a client's copromotion agreement efficacy for a ~\$700M neuroscience drug via salesforce-related analytics; identified and implemented a solution to increase profits by up to 5% (~\$35M) via improved partnership salesforce planning efficiency



## MARTIN FORNELLA

mformella24@gsb.columbia.edu  
Technology

University of Montevideo  
Montevideo, Uruguay  
Undergraduate Degree in Law, 2013

### ROCHE, Montevideo, Uruguay Head of License to Operate 2020 - 2022

Managed the License to Operate division, a team of ten comprised of Legal & Compliance, Drug Regulatory Affairs, Quality (GxP and non-GxP) and Safety at Roche Uruguay, Bolivia, and Paraguay, leading the approval process of new molecules in three markets

Prepared and submitted a proposal to the Uruguayan government, partnering across several Departments, to create an unprecedented value-based purchasing program that led to the provision of a rare disease therapy for 80+ pediatric patients worth \$6 M/year

Spearheaded the legal business case (i.e. cost-benefit analysis, risk assessment) to set up a new corporate entity in Paraguay with expected revenue of \$2M/year, presented insights and recommendations to executive leadership to support decision making

### Head of Legal & Compliance 2018 - 2019

Advised Pharma, Diagnostics and Diabetes Care groups, and other Roche global partners on regulations and industry guidelines

### Innovation Tax & Trust Legal Services Manager, 2013 - 2018

Led legal division and oversaw all legal, corporate, and fiduciary work of its three offices, managing the set-up and development of asset protection, tax saving and estate planning international structures for 30+ clients from eight countries



## ALEXANDRA (ALLIE) GERBER

agerber24@gsb.columbia.edu  
Strategy, Business Development  
Dartmouth College  
Hanover, NH  
BA, Anthropology & Health, 2018

### PROGYNY, New York, NY Business Strategy & Analytics Associate 2019 - 2022

Analyzed and developed over 850 financial proformas, network provider distance reports, and analyses mapping Progyny's network to patient's current providers boosting sales close rate from 15% to 50%

Built a cross functional dashboard with the account management, implementation, and finance teams to analyze workflows to ensure teams met all reporting deadlines and deliverables for clients resulting in a 95% compliance rate

Led end-to-end design, development, and implementation of a report looking at the Progyny's provider footprint relative to customer locations in a new region to illustrate the 94% reach of the new program

Partnered with sales executives to support prospecting efforts and presented data driven analyses showcasing Progyny's expected costs and utilization generating \$11M of possible revenue

Researched market leaders in mental and women's health to evaluate business development opportunities as part of three-year growth strategy presented to Board of Trustees for future planning

### COLLECTIVE HEALTH, San Francisco, CA Member Advocate 2018 - 2019

Navigated complex healthcare inquires for members by utilizing research on diseases, internal knowledge bases and collaboration with external partners to improve healthcare experience for patients



## LINGXI HUANG

lh Huang24@gsb.columbia.edu  
Finance

Hong Kong University of Science & Technology, Hong Kong  
MSc, Investment Management, 2017

Southwestern University of Finance & Economics, Dual degrees in BS & BEcon, Math & Applied Math

### FWD GROUP, Hong Kong Group Treasury Director, 2021 - 2022

Restructured existing ~ \$3B bonds to optimize group capital structure, and constructed 5y financing and capital plan to control group's leverage ratio given rapid business expansion

Set up a \$10B medium-term note program and arranged other debt raising initiatives to diversify credit investor base

Initiated the group's first-time investment-grade ratings and defended 6 subsidiaries' credit ratings to lower financing costs

### CHINA TAIPING LIFE INSURANCE Credit Analysis Lead, 2019 - 2021

Identified issues in credit approvals and proactively streamlined the firm's credit evaluation process by constructing 8+ industry-specific credit memos, resulting in a fast-tracked promotion to managing a new team of 3 analysts

Supervised fundamental credit analysis of ~ \$5B bond portfolio of 80+ companies, focusing on investment-grade property developers and financial institutions' perpetual bonds

### Vice President, Investment Management Department, 2018 - 2019

Evaluated and executed a total of ~\$300M credit investments

Initiated and researched new investment asset classes in private credit, focusing on aircraft leasing, CLOs, & mezzanine debts

### SAS INSTITUTE, Hong Kong Business Solutions Manager, 2017 - 2018

Generated \$4M+ annual revenue in a new segment by structuring quantitative risk solutions for leading financial institutions



## MICHELLE KAUFFMAN

mkauffman24@gsb.columbia.edu  
Product & Strategy, Health Insurance

Barnard College, Columbia University  
New York, NY  
BA, Sociology, 2017  
Minor, Chemistry  
Pre-Medicine Program

### IBM CONSULTING New York, NY 2017 - 2022

#### Senior Managing Consultant, 2022

Directed vision and strategy of patient access solutions for Fortune 50 Biopharma Co. to bridge gap in Schizophrenia patient care across private and public actors to improve patient experience and medication adherence projecting \$50M+ incremental and new revenue

#### Managing Consultant, 2021 - 2022

Led creation and implementation of New York State's COVID-19 Vaccination Credentials, the Excelsior Pass, surpassing credential usage goals with 6M credentials issued within 6 months; awarded Fast Company's Best UX Design (2021) and IBM's Innovation Award

Spearheaded development of an IBM AI Product for COVID-19 Credential Validation, identifying target users and overseeing client sales, resulting in offering utilization at 5 unique clients, across 3 countries, within 1 month of product creation

#### Senior Consultant, 2019 - 2020

Designed and launched Patient and Provider Portals for a Fortune 50 Life Sciences Co. yielding \$32M in client revenue and \$12M in client savings, annually



### RYAN KEATING

rkeating24@gsb.columbia.edu  
Strategy & Operations, Healthcare

University of Pennsylvania  
Philadelphia, PA  
BA/BSN, Spanish/Nursing  
2014

#### NEW YORK-PRESBYTERIAN, CORNELL MEDICAL CENTER New York, NY

Certified Registered Nurse Anesthetist,  
Department of Anesthesiology  
2019 - 2022

Administered general, regional, and local anesthesia to 2,000+ pediatric and adult patients over a 3-year period

Conducted in-depth preoperative interviews and synthesized patient information to develop and implement tailored anesthetic plans based on patient-specific medical history, medication regimen and surgical plan

Collaborated with interdisciplinary teams of surgeons, pharmacists, social workers, and administrators to navigate patient through perioperative period

#### MEDSTAR GEORGETOWN UNIVERSITY HOSPITAL

Washington, DC  
Registered Nurse, Pediatric ICU  
2015 - 2017

Treated and cared for critically ill patients while staying attuned to changes in patient condition and administering medications as indicated

Worked closely with patients and families to provide education and emotional support



### STACY KRAMER

skramer24@gsb.columbia.edu  
Social Enterprise, Strategy

Northwestern University  
Evanston, IL  
BA, Psychology  
2008

#### GRASSROOT SOCCER, New York, NY Director of Marketing & Business Development, 2017 - Present

Global adolescent health non-profit reaching +18M since 2002

Lead organizational go-to-market strategy across U.S, Europe, and Africa, including generating institutional revenue, communicating impact, marketing programs and products, and driving expansion into new health areas

Lead business development in securing over \$30M to reach more than 5M youth across Africa since 2017 from U.S. government, foundations, and corporate funders

Oversee communications, marketing, and thought leadership to showcase organizational expertise in global adolescent health

#### JOHNSON & JOHNSON New Brunswick, NJ Manager, Global Community Impact 2015 - 2017

Managed portfolio of women's empowerment and maternal/child health philanthropic partnerships, including a 5-year, \$30M initiative on newborn survival with the Canadian government and leading international non-profit partners

#### RABIN MARTIN, New York, NY Associate, 2013 - 2015

Advised pharmaceutical clients on strategies, communications, programs, and engagement around corporate citizenship, global health, access to medicines, and financing.

Led team advising pharmaceutical company on corporate responsibility strategy for HIV treatment program



### MORGAN LATAILLADE

mlataillade24@gsb.columbia.edu  
Operations, Technology

Johns Hopkins University  
Baltimore, MD  
Master of Biotechnology Enterprise & Entrepreneurship  
2021

University of Virginia  
Charlottesville, VA  
BS, Biomedical Engineering  
2017

#### GENENTECH San Francisco, CA Process Engineer 2019 - 2022

Oversaw end-to-end drug manufacturing process readiness by defining processing steps and parameters, selecting appropriate materials, and resolving real-time processing issues, resulting in an average yearly production yield of 110 runs with >90% of runs having on time delivery to patients and no discrepant technical processing events

Coached manufacturing and quality personnel through technical troubleshooting of production process and quality issues, resulting in the prevention of production run loss valued at \$250K - \$2.5M per run

Led cross-functional team of eight individuals across Quality, Development and Engineering on a ten-month project to meet demand for accelerated Phase I clinical trial by validating a novel drug container component and associated equipment for plant use

#### Operations Rotational Development Program Analyst, 2017 - 2019

Led process and system optimization projects across 4 departments within the Technical Operations division (Innovation, Regulatory, Development, and Manufacturing Science and Technology)



## ERIN LAUGHLIN

elaughlin24@gsb.columbia.edu  
Healthcare, Pharmaceutical

Boston College  
Chestnut Hill, MA  
BA, Psychology  
2017

**GUIDEHOUSE**  
Chicago, IL  
Senior Consultant  
2021 - 2022

Conducted primary research with over 40 doctors and patients to create a direct-to-consumer (DTC) strategy to increase testing for a genetic blood marker that is a risk factor for cardiovascular disease

Constructed a launch guide with strategic and tactical recommendations across Marketing, Market Access, Medical, Legal, and other key launch functions for launching in oncology, used by 20+ oncology launch teams

Constructed a strategic brand plan by conducting primary research with patients, doctors, and payers and synthesizing secondary research for a pre-launch asset in gastroenterology

**CAPGEMINI INVENT**  
Chicago, IL  
Consultant & Senior Consultant  
2018 - 2021

Led launch planning efforts for an overactive bladder drug by 1) interfacing bi-weekly with functional teams to track launch activities and identify/address launch risks; and 2) preparing for and leading four cross-functional launch readiness review sessions

Developed an innovative brand strategy and tactical execution plan with an extensive market analysis for leading CNS product

Designed a 10-year Lifecycle Management (LCM) plan by synthesizing cross-functional team feedback for executive leadership for a leading CNS product



## BENJAMIN LEVINE

blevine24@gsb.columbia.edu  
Healthcare Private Equity

Wake Forest University  
Winston-Salem, NC  
BS, Finance  
2018

**GREAT POINT PARTNERS**  
Greenwich, CT  
Analyst, Associate, Senior Associate  
2018 - 2022

Manage deal execution work-streams including industry and business diligence, financial modeling, oversight of third-party vendors, and presentation of investment materials to investment committee

Collaborate with the Chief Financial Officers across four portfolio companies to supervise weekly and monthly financial performance, set quarterly and yearly budgets, and evaluate acquisition opportunities

Train incoming Analysts and Interns on financial modeling and business development, and direct orientation programs

Lead research into new sectors within life sciences and assess these sectors as areas for investment. Developed investment theses around Microbiome, Commercialization Services, Sterile Fill/Finish, and Lyophilization

Generate platform investment opportunities for the firm to invest in, with a focus on entrepreneur-owned businesses in the biopharmaceutical supply chain

**SELECT DEAL EXPERIENCE:**  
JPA Health (GPP IV)  
American Surgical Professionals (GPP I)  
Axiom Real Time Metrics (GPP III)  
MLM Medical Labs (GPP III)



## KEVIN LI

yicLi24@gsb.columbia.edu  
Venture Capital / Private Equity,  
Investment Management

Bowdoin College  
Brunswick, ME  
BA, Economics & Mathematics, 2018

**CHARLES RIVER ASSOCIATES**  
Boston, MA  
Life Sciences Consulting Associate  
2018 - 2022

Managed 3+ projects for leading pharmaceutical and biotechnology companies; led client communication, prepared stakeholder presentations, and coordinated responsibilities among Analytics, Market Research and Business Consulting teams

Designed and facilitated 5+ client strategy workshops for cross-functional leadership teams, including competitive simulation, digital transformation, opportunity assessment and brand planning

Piloted the organizational restructuring effort for a \$4B+ US pharmaceutical company through deep engagement with C-level executives and benchmarking research on competitors; client's stock price climbed 70% in the year after project conclusion

Identified inefficiencies in client analytical processes and devised a Power BI data visualization dashboard that automated revenue tracking for \$340M in client assets and performance tracking of 50+ sales representatives, resulting in 90% time savings

Implemented a Power BI dashboard that delineated patient distribution in the US for an ultra-rare disease based on medical claims analytics, which uncovered an \$85M+ annual revenue opportunity for client's early-stage clinical asset

Spearheaded business development efforts with key Life Sciences accounts that directly led to 3+ subsequent engagements and \$1M+ in new project bookings



## CHI LIU

chiLiu24@gsb.columbia.edu  
Consulting, Strategy

University of Waterloo, Canada  
BS, Computing & Financial Mgmt.  
2014

**BLOOM BURTON SECURITIES INC.**  
Vice President,  
Healthcare Investment Banking  
2016 - 2022

Interfaced with clients/investors and led 3 analysts to manage full deal lifecycles on \$3B+ of completed transactions (equity/debt and M&A)

Advised pharma client's \$55M acquisition of local competitor and enabled \$6M of interest savings by leading 4 rounds of negotiations with private credit investors to relax financial covenants on a \$32M acquisition debt financing package

Spearheaded new royalty-for-equity deal framework when advising R&D institution's \$45M sale of royalty interests in Phase 2 drug candidate to Nasdaq-listed biopharma, resulting in improvement in client's deal value capture by +30% vs. 3rd-party valuation

Represented firm at industry events including sitting on a panel with 5 other CEOs and VC executives to discuss health science IPO trends for live audience of ~100

Interviewed 100+ students in on-campus recruiting and hired and mentored 14 for internships; trained 10 junior bankers on job-related skills and industry knowledge through weekly ad-hoc workshops

**MANULIFE FINANCIAL CORP., Canada**  
Associate, Treasury Finance  
2014 - 2015

Developed financial models, analyses, and presentations to support capital issuance decisions

Analyzed dividend increase impacts with internal stakeholders



## LAM LU

llu24@gsb.columbia.edu  
Business Development, Operations

Stony Brook University  
Stony Brook, NY  
BSc, Developmental Genetics, 2013

**COLUMBIA UNIVERSITY**  
**IRVING MEDICAL CENTER**  
New York, NY  
Clinical Research Project Manager  
2016 - Present

Direct projects include over \$5M from government grants, private donors and pharmaceutical sponsors. Oversees programs over \$20M. Projects include Phase I-IV of clinical trials

Proactively manage day to day operations of six clinical research staff members of the Clinical Trials Unit to optimize workflow to ensure cross functional objectives are completed

Oversaw and served as the primary contact for over twenty-five principal investigator initiated, federal and sponsors trials with over 2,000 research participants in over 5,000 study visits

Lead and implemented automation strategies to optimize patient recruitment and pre-screening clinical activities and IRB approval time by 50%

**GLAUCOMA ASSOCIATES OF NY**  
New York, NY  
Clinical Research Coordinator  
2013 - 2014

Conducted research in ophthalmological diseases such as glaucoma, age-related macular degeneration, dry eyes and exfoliative syndrome. Showcased in over five scientific abstracts/posters in multiple peer-reviewed international journals and conferences

Managed all aspects of over five clinical trials including recruitment, enrollment, scheduling, testing, specimen collection, phlebotomy, data entry, and creation/ maintenance of source documentation



## SALONI MEHTA

smehta24@gsb.columbia.edu  
Product & Strategy

Narsee Monjee College  
Mumbai, India  
Business Communication,  
Finance & Economics  
2016

**NAVYA TECHNOLOGIES**  
Boston, MA  
Product Strategy and Partnerships  
Summer 2022

Grew customer base 3x by creating a B2B product offering and partnering with one of the largest benefits administrators (\$1.3B in premiums)

Owned user conversion metric and increased conversion to 50% (from 32%)

**SWASTH FOUNDATION**  
Boston, MA  
Product Manager, 2021

Conceptualized and launched a Whatsapp chatbot for treatment of mild Covid cases in a record time of 3 weeks, achieved market adoption by 2 state govts in launch month

Designed the India Health Stack, a public digital health network with an estimated user base of 300M+

**LIGHTROCK**  
Bangalore, India  
Investment Associate  
2019 - 2022

Created the firm's healthcare and fin-tech thesis. Sourced companies, conducted diligence, presented findings, secured investment committee buy-in to invest and manage \$450M across 15 companies

Developed KPI dashboards and project evaluation frameworks for a 9-hospital chain which increased clinical adherence to 94% (from 78%) and reduced payback period to 2.4 years (from 5 years)

Designed product roadmap and increased onboarding conversion by 8x for a \$400M healthtech company





## LIZ MEIJER

emeijer24@gsb.columbia.edu  
Strategy & Management  
Washington University in St. Louis  
St. Louis, MO  
BS, Economics and Strategy  
2018

**SOCIETE GENERALE**  
New York, NY  
Investment Banking Associate  
2021 - 2022

Provided corporate finance advisory services to investment grade life sciences and med tech clients, on topics ranging from capital allocation strategies to credit ratings to debt capacity ahead of an acquisition

Led Internal execution of 10+ debt financings, representing ~\$210bn in total transaction value. Conducted due diligence process, performed credit analysis assessing key risks and market dynamics, and authored credit memos to win management's approval to lend

Developed comprehensive credit applications to support Societe Generale's role as lender in transactions including AbbVie's acquisition of Allergan and Merck's spin-off of Organon

Spearheaded recruitment, staffing, and performance review efforts as stagger for seven-person analyst team leading to delivery of 150+ client pitches across all sectors within one year

**Investment Banking Analyst**  
2018 - 2021

Built financial models and pitchbooks for clients on various corporate finance topics to assist senior bankers in marketing efforts and client relationship maintenance across all sectors

Facilitated cross-functional pitch planning discussions across Equity Capital Markets, Debt Capital Markets, Loan Syndication, and Credit Ratings team to develop cohesive client solutions



## STELLA WENJUN MIN

wmin24@gsb.columbia.edu  
Finance  
Northwestern University, Chicago, IL  
MSc, Predictive Analytics 2018  
York University, Toronto, Canada  
BA, Psychology, 2013

**EY-PARTHENON, Toronto, Canada**  
Manager, Strategy & Transactions  
2018 - 2022

Assessed 20+ portfolio companies for leading PE firms to identify areas of improvement through benchmark and financial analysis

Leveraged various market research platforms, interviews, and client financials to juxtapose the performance of portfolio companies with comparable competitors through financial modeling

Analyzed accounts receivable, accounts payable, and inventory data to understand clients' working capital performance and advised on short-term/long-term improvement opportunities and target setting through cashflow forecasting

Led analytic workstream to develop and automate real-time AR and credit risk reporting platforms with enhanced cashflow forecasting model by leveraging machine learning model

Identified value creation levers through client workshops and product portfolio assessment to realize ~\$50M cost-saving opportunities through product/portfolio optimization for several public/private clients in the retail and CPG industry

Led procurement workstream on a post-merger integration project to identify over \$100M synergies and realization roadmap

**ERNST & YOUNG, Toronto, Canada**  
Data Analyst Intern, 2018

Leveraged in-depth knowledge of ETL tools and built visualizations for financial statement analysis on over 40 audit clients



## PRIYA PATIL

prpatil24@columbia.london.edu  
Venture Capital & Entrepreneurship  
Georgia Institute of Technology  
Atlanta, GA  
BS Biomedical Engineering, 2011

**JOHNSON & JOHNSON, New York, NY**  
Product Leader, Digital Health  
2020 - Present

Led cross-functional global team to establish baseline and prioritize \$20M+ portfolio of offerings, with a focus on engagement data resulting in an optimized portfolio and enhanced customer experience

Designed and developed product management trainings and data frameworks to grow team product and data expertise as a foundation for change management and organizational shift to product focus

Managed team to deliver monthly and quarterly metrics to the HR Executive Committee for measuring and managing advancement of the Culture of Health and achieving J&J Health for Humanity commitments

Connected and supported 2,100+ employees globally to own and grow their careers as part of Women's Leadership Executive Committee

**JOHNSON & JOHNSON DESIGN**  
Solutions Lead and Product Manager  
2018 - 2020

Led cross-functional team and managed \$8MM design portfolio which enhanced human-centered design and increased consumer engagement

Established new service offering within the Human Performance Institute providing holistic health and well-being trainings internally and externally to large corporate clients which prevented employee burnout

Led design thinking workshop to capture new ideas for sunscreen strategy and product portfolio by identifying user needs and defining next steps for product roadmap



## ELIZABETH PON

epon24@gsb.columbia.edu  
Business/Corporate  
Development & Strategy  
Brown University  
Providence, RI  
BA, Anthropology, 2014

UCSF, San Francisco, CA  
Helen Diller Family  
Comprehensive Cancer Center  
Associate Director,  
Clinical Research Programs  
2018 - 2022

Spearheaded partnership with product managers and engineers at an electronic regulatory and monitoring system company (Complion) to move UCSF monitoring and auditing from exclusively in-person to 93% remote, maintaining all documents in FDA-compliant electronic system

Led end-to-end hiring efforts by hiring, mentoring, and onboarding 5 direct reports and 48 indirect reports to fill workforce needs for 50+ new oncology clinical trials

Supervised 50+ clinical trials in development to ensure timely initiation of new cancer therapies via project milestones aligning with NCI metrics to successfully renew NCI Cancer Center Support Grant

Oversaw 7 FDA inspections on oncology clinical trials to bring six new therapies and one new radiotracer to market

Pediatric Oncology Clinical  
Research Manager  
2017 - 2018

Senior Clinical Research Coordinator  
2016 - 2017

Clinical Research Coordinator  
2015 - 2016

Opened the department's first multisite investigator-initiated trial at 2 subsites and trained 62 physician investigators, nurses, and clinical research coordinators (CRC) on study protocol



## VICTORIA (TORI) RUDO

vrudo24@gsb.columbia.edu  
Management & Marketing  
Boston College  
Chestnut Hill, MA  
BS, Marketing & Biology  
2017

FCB HEALTH  
New York, NY  
Account Supervisor  
2020 - 2022

Directed the Novartis Kesimpta campaign launch through the use of 60+ assets (2x average) including TV, print, digital and social, resulting in elevated brand recognition in the competitive Multiple Sclerosis (MS) space and a 10% increase in new patient starts

Senior Account Executive  
2019 - 2020

Spearheaded the successful launch of the Imbruvica brand's first TV commercial for chronic lymphocytic leukemia, handling over \$1M+ in scope and working as the liaison among clients, finance leads, creative directors and studio production

EPSILON  
New York, NY  
Account Executive  
2018 - 2019

Analyzed data on heart failure (HF) hospitalizations to devise a 20+ asset HCP CRM campaign centered around awareness of increased HF hospitalizations from June - August

JANSSEN PHARMACEUTICALS  
Bridgewater, NJ  
Intern  
Summers 2014 - 2016

Improved existing B2B order processing system by creating customized templates implemented by 50+ pharma suppliers

Completed a Lean Six Sigma project to optimize supply chain and achieved Yellow Belt Level certification



## DAVID RUSSELL

drussell24@gsb.columbia.edu  
Management & Consulting  
Florida State University, Tallahassee, FL  
BA, Theatre, 2014

JOINT ENABLING  
CAPABILITIES COMMAND Norfolk, VA  
Joint Sustainment Planner, 2021 - Present

Deployed to Germany in support of Ukraine, stood up one-of-a-kind organization to manage \$56B+ in logistical support

Designed Commercial Security Force Assistance Donation process in concert with ten government agencies across five nations

DELTA AIR LINES, Atlanta, GA  
Operations & Safety Specialists  
2011 - Present

Reconciled internal Net Promoter Score rating after recognizing data input disparity and coordinating inter-business unit audit

Executes project management & process improvement engagements for individual business units and cross-divisional initiatives

Aggregates data from various reporting sources into meaningful hierarchies and actionable insights to drive leadership decisions

UNITED STATES AIR FORCE  
Montgomery, AL  
Officer Training School  
Assistant Director of Operations  
2017 - 2021

Built, coordinated, and directed eight-week in-residence training while evaluating and mentoring top two student leaders weekly

Regularly guided 56 colleagues through instructional curricula and evaluation schedules to ensure organization alignment

Taught operational case studies, organizational leadership, and strategic priorities to groups of 280-450 officers in training



## CHARLOTTE SAGAN

csagan24@gsb.columbia.edu  
Management, Technology  
Stanford University, Stanford, CA  
BA Human Biology, 2015

**BAIN AND COMPANY**  
New York, NY  
Contract Consultant  
2021 - 2022

Delivered strategy and project management work, including go-to-market strategy creation for novel therapeutic device

**Associate Project Manager**  
London, England, 2018 - 2020

Responsible for cross-functional stakeholder management, strategy design, and product development on software development team

Executed product development of largescale program transformation tool; adapted tool to track COVID hospital metrics across United Kingdom during pandemic in partnership with UK government

**Associate Consultant, Singapore**  
2017 - 2018

Developed strategy for high growth emerging market businesses in Asia; designed digitization strategy for major global health insurance company

**SKOLL FOUNDATION**  
Palo Alto, CA  
Engagement Associate, 2016 - 2017

Implemented the foundation's outreach and public engagement strategy with grantees and partners

Developed grantee leadership program and executed Skoll World Forum digital media program.

**GLOBAL HEALTH STRATEGIES**  
New York, NY  
Program Fellow, 2015 - 2016

Built programmatic and advocacy plans for multilateral, private and non-profit clients in HIV and infectious disease fields



## SUJAAN SANGHVI

ss6482@gsb.columbia.edu  
Technology & Strategy  
Rutgers University  
New Brunswick, NJ  
BS, Finance  
2019

**BAKER TILLY US, New York, NY**  
Commercial Enablement Consultant  
2021 - 2022

Product managed development and soft launch of \$1.2M proprietary, client-facing, web-based platform for fair market value rate analysis of 20,000+ healthcare providers; chosen as SME liaison between technical and business teams

Conducted audit of health tech services vendor by creating end-user journey map to identify 20+ product feature improvements; presented findings to 30+ technical & non-technical clients, developed timeline to solve identified issues

Guided high-level enterprise risk assessment of oncology-focused biotech startup with \$112M in funding to ensure sustainable operational growth of 30-person team looking to hire 100+ individuals for various functions within 6-12 months

**GUIDEHOUSE, Lawrenceville, NJ**  
Life Sciences Consultant  
2019 - 2021

Built oncology KPI dashboard consisting of financial, brand performance, and customer perception metrics for 6 global brands totaling \$1.3B in monthly revenue; owned dashboard development process, coordinated with offshore development team for Excel macros and Tableau integration; senior leadership uses dashboard monthly for must-win global markets

Developed business case using financial and strategy metrics for private equity firm conducting due diligence on two products from an early-stage cardiovascular medical device firm; client led \$45M financing round as result of findings



## AASHKA SHAH

ashah24@gsb.columbia.edu  
Business / Corporate Development  
University Of California, Davis, CA  
BS, Civil Engineering, 2018

**AASHKA HOSPITALS LTD, India**  
Chief Coordinator, 2020 - 2022

Supervised 300+ healthcare professionals across Quality, Medical Records, HR, Infection Control, Accounting and Marketing departments to ensure hospital operations continued as per prescribed NABH guidelines

Oversaw end-to-end design, development and implementation of COVID-19 protocols

Spearheaded hospital's NABH Renewal Assessment where I was accountable for answering the board if NABH guidelines were not followed by any department of the hospital

Reduced cash expenditures by 18% in a year by overseeing hospital's cash flows on daily basis along with a 3-person accounting and auditing team

**Coordinator, 2019 - 2020**

Improved HR department by developing SOP and ensuring proper documentation in each employee file. Formulated and implemented training program which led to 100% staff being aware of the scope of their jobs

Instituted a team of 5 to devise marketing collaterals such as discounts, aligned with growth objectives

Conceptualized and rolled out more than 100 health checkups and 45 blood donation drives

**Assistant Coordinator, 2018 - 2019**

Managed a team of 8 to conduct pharmacy stock audit of >4000 items in 15 distinct categories which resulted in 6.8% reduction in inventory

Boosted the organization's patient feedback system which led to increased patient engagement in service at the hospital and resulted in increase in online rating from 3.8/5.0 to 4.3/5.0



## ALICE JOOWON SHIN

ashin24@gsb.columbia.edu  
 Business Development & Venture Capital  
 Hanyang University  
 Seoul, Korea  
 BA, Business Administration  
 2013

**CELLTRION HEALTHCARE**  
 Incheon, Korea  
**Product Manager (Emerging Markets)  
 & Business Development Manager  
 (Latin America)**  
 2015 - 2022

Led an internal/external team of 120, comprised of the C-suite, finance, legal, sales & marketing, regulatory affair, and supply chain teams across Latin America; served as a source of guidance and support resource for regional and local teams

Executed market-entry projects by initiating clinical trials and enabling existing partners, resulting in a 65% increase in sales

Orchestrated entire commercial operations for 3 products, served as lead point of contact for partnerships with largest distributors, executed \$200M+ revenue reconciliations, and regularly tracked and benchmarked deals performance

Oversaw \$130M+ marketing budget by developing annual sales and marketing plans customized for each type of markets in the Middle East, Latin America, and Asia-Pacific; coordinated analysis and financial modeling to ensure informed decision-making

Revitalized a marketing program to meet time-to-market by analyzing underlying issues, mapping key trial sites, convincing key stakeholders and hosting three investigator meetings, resulting in 2.5x customer pool compared to previous quarter



## ANKIT SHRIVASTAVA

ashrivastava24@gsb.columbia.edu  
 Consulting, Technology, Strategy  
 Institute of Management & Technology  
 Ghaziabad, India  
 PGDIT, Computer Science  
 2003

Thompson Rivers University  
 Vancouver, BC, Canada  
 B.Tech, Computer System  
 2000

**IBM CONSULTING**  
 Chicago, IL  
**Partner - Healthcare, Life Science, SLED**  
 2021 - Present

Developed strategic client relationships to deliver double digit-growth & innovation with IBM service offerings

Developed GTM service offerings for hybrid cloud, AI & data to deliver experiential transformation to clients. Key offerings are claims modernization, behavioral health, LIMS, care at home, integrated eligibility, health & human services

**DELOITTE CONSULTING**  
 Chicago, IL  
**Vice President/Specialist Leader**  
 2016 - 2021

Led several large-scale complex digital, cloud, AI/ML, data science and digital transformation programs that delivers business outcomes & value.

As Chief Architect, led a large & complex digital transformation & cloud migration engagement to help my healthcare insurance client to reduce its yearly IT operating expense by 50% (~\$1B) in next 5 years. Developed a developer-platform for community of developers to leverage low/no-code & enterprise AI/ML technologies and models to develop data-driven application for the client to realize the vision of the client



## HARUHIKO SUGINO

hsugino24@gsb.columbia.edu  
 Senior Director, Business Development  
 Kyoto Prefectural University of Medicine  
 Kyoto, Japan  
 PhD, Neuroscience, 2009  
 Kyoto University, Kyoto, Japan  
 MS, Neuroscience, 1997  
 Osaka University  
 Osaka, Japan  
 BS, Bioengineering, 1995

**OTSUKA PHARMACEUTICAL CO.**  
 Tokyo, Japan  
 1997 - Present

**Senior Director,  
 Global Business Development**  
 2016 - Present

Leading Global Business Development team (Expatriate team from Otsuka Japan) in United States for scouting in-licensing opportunities in CNS, Renal and Immunology. 4 expatriates from Otsuka Japan report to me. Evaluating scientific and clinical/regulatory data of the in-licensing candidates

Conducting market research of the in-licensing candidates

Negotiation member of the deal (Neurovance acquisition, Akebia alliance, Click therapeutics alliance, Sunovion alliance, and the others)

**Director, Global CNS Business**  
 2009 - 201

**Project Coordinator for CNS products**  
 2014 - 2016, US office

**2012 - 2014, Denmark  
 Lundbeck alliance**

**2010 - 2012, US office**

**2009 - 2010, Tokyo office**

**Researcher for CNS Drug Discovery**  
 Tokushima, Japan, 2001 - 2009

**Medical Sales Representative**  
 Tokyo, Japan, 1997 - 2001



## FEDERICA TOSI

ftosi24@gsb.columbia.edu  
Management, Consulting

Bocconi University  
Milan, Italy  
M.Sc, Management, 2019  
Bocconi University  
Milan, Italy  
BS, Business Administration  
& Management, 2017

**McKINSEY & COMPANY**  
Milan, Italy  
Business Analyst  
2020 - 2022

Developed post-merge three years integration and growth strategy for newly formed Italian nutraceutical Group targeting upside scenario of over 10% revenue growth

Set-up B2C strategy for Italian start-up's caregiving platform for seniors and people with disabilities (pro-bono engagement)

Created distribution and expansion strategy for Italian medical devices start-up (pro-bono engagement)

Set-up post-merge organization of ~10,000 employees for European leading payments player

Re-designed and implemented three-years transformation program for major Greek bank comprising over 300 separate transformation initiatives

Guided scouting and implementation of Risk Weighted Assets accuracy levers for leading Italian bank resulting in €8B RWA savings

Orchestrated transformation program for Italian software and IT services company built to double EBITDA in 3 years

Guided diagnostic for identification of opportunities for footprint and transport cost optimization for Italian paper company modeling over 800 thousand routes with respective carriers and negotiation agreements



## COLETTE VAN BUCHEM

cvanbuchem24@gsb.columbia.edu  
Finance

Utrecht University  
Utrecht, The Netherlands  
Doctor of Medicine (MD)  
2018

**ROCHE**  
Almere, The Netherlands  
Product Manager Point of Care Solutions  
2019 - 2022

Managed Roche's most profitable diagnostic product (CoaguChek) & led product introduction of SARS-CoV-2 Rapid Antigen tests

(> €100M sales portfolio) into the Dutch market

Built financial analytics calculator to compute and compare marginal profitability of Roche's diagnostic point-of-care tests, optimizing and refining the portfolio mix

Initiated first-of-its kind strategic partnership with the largest Dutch thrombosis organization (Center of Anti-Coagulation & Thrombosis Care / CAT)

Built first virtual self-testing thrombosis center in The Netherlands & first children's thrombosis center in Europe together with CAT



## PRESTON WILLIAMS

pwilliams24@gsb.columbia.edu  
Investment Management, VC

University of Utah  
Salt Lake City, UT  
BS, Finance  
2018

**GRANDEUR PEAK GLOBAL ADVISORS**  
Salt Lake City, UT  
Global Equities Research Analyst  
2018 - 2022

Pitched 25+ stocks from that were added to the portfolios; performance ranked #1 among ten peer analysts

Co-managed healthcare tranche and outperformed relevant benchmark by 91% (144% vs. 53%) over the trailing 3-year period; earned Industry Team of the Year award in 2019 and 2021

Visited with management teams of 1000+ companies in 30+ different countries; lived and worked in Europe (UK, Germany, Poland) for 6 months researching portfolio companies

**CITI, New York, NY**  
Investment Research Summer Associate  
Summer 2017

Recommended a sell on TG Therapeutics (TGTX) based on trial design flaws identified through discussion with physician experts; stock fell in the following 5 months for reasons outlined in recommendation

Recruited to return full-time to the SMID-cap biotechnology team despite not having an MD or PHD; only person in intern class to receive a non-generalist return offer

**ST. MARK'S HOSPITAL**  
Salt Lake City, UT  
Emergency Room Control Clerk  
2015 - 2016

Nominated to represent peers in the Emergency Department leadership Council; implemented idea to utilize personnel more efficiently, saving unit \$48K annually



## JEFFERY (JUNYAN) WU

jw4265@columbia.edu  
Entrepreneurship & Technology  
Virginia Tech, Blacksburg, VA  
M.Sc, Computer Science, 2016  
Lanzhou University, Lanzhou, China  
BS, Bioscience, 2014

### MERCK, Kenilworth, NJ Associate Director, 2021 - Present

Led and deployed AI based Next Best Action product for 6 countries

Led the development of Customer Engagement Impact Evaluation platform

### MERITI INC., Coppell, TX President, 2020 - Present

Built a highly productive team and Providing Software and Artificial Intelligence R&D Service

### VOXELCLOUD, Los Angeles, CA Algorithm & Research Lead, 2019 - 2021

Led the development of Smart phone skin condition screening system as well as facial condition detection and acne severity grading model

Deployed and managed AI model in cloud environment

### CLEERLY, New York, NY Data Scientist, 2017 - 2019

Developed U-Net based whole heart segmentation model and vessel smart-skeleton algorithm

Developed the bench performance test for FDA 510k qualification and semi-automatic vessel path finder algorithm

### GATACA, New Port, VA Tech Lead, 2016 - 2017

Developed assembly tool for recapitulating the HBV quasispecies

### CISCO, Milpitas, CA Software Engineer, 2016

Developed health monitoring and data visualizing dashboard for NCS 6000 router with OpenDayLight software define networking framework and AngularJS web framework



## JONATHAN WU

jwu24@gsb.columbia.edu  
Management & Consulting

NYU Stern  
New York, NY  
BS, Finance & CPA Accounting  
2004

### KPMG New York, NY Senior Associate February 2022 - Present

Project management for compliance and legal operations

Implementation of know-your-customer engagements

Communication with clients around evolving bank secrecy laws

### SIA PARTNERS New York, NY Senior Consultant September 2019 - January 2022

Spearheaded compliance data solutions for multinational banking and insurance clients

Remediated data for institutional and individual clients' active trading processes



## NED YALE

gyale24@gsb.columbia.edu  
Consulting, Technology

University of Maryland  
College Park, MD  
BA, Government & Politics  
2013

### HEALTH SOLUTIONS NETWORK Washington, DC Owner, Founder & Consultant 2016 - 2022

Provided strategic guidance to leadership to support software rollout to organization's hospitals, providing compliant electronic medical records for use by organizations between 10-50k users

Joined projects in advisory roles that were in "crisis" mode, stabilized teams to bring projects back into timeline. Specialized in high-risk projects that needed immediate scope and heading corrections

Managed client relations, promoting cooperation between regional health systems to promote client success while serving in multiple roles as a consultant at hospital organizations' Information Systems departments

### EPIC SYSTEMS Madison, WI Project Manager, IS 2013 - 2015

Provided client implementation services for multi-year EMR projects for nationwide healthcare organizations

Led internal initiatives with department wide impact including the mentor and foundation system programs



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