

PAUL D. MEADE, M.Sc., MPH

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WORK EXPERIENCE

PRESIDENT, THOUGHT LEADER SELECT, LLC

2006-Present

- Owner, Founder, and President of Thought Leader Select, a company offering biographical information on medical Thought Leaders for biopharmaceutical, diagnostic, and medical devices companies.
- Developed methodology for identifying and profiling medical experts, Centers of Excellence, and experts in market access (payers), pricing, & reimbursement for the biopharmaceutical industry.
- Completed over 125 projects in 45 therapeutic areas with over 25 top biopharmaceutical companies.
- Maintain P&L responsibility for the business, as well as setting strategic direction.
- Responsible for hiring and managing employees.
- Featured presenter at American Association of Clinical Endocrinologists and ExL Pharma KOL Relationship Management conference, and other conferences.

PRESIDENT, CLEAR POINT HEALTH, LLC

2004-Present

- Owner and Founder of healthcare consulting company
- Executed numerous consulting projects in areas including biomarkers, companion diagnostics, and personalized medicine. Also conducted research in intellectual property, commercial strategy, qualitative surveys of medical experts, and operations for healthcare and biopharmaceutical companies
- Responsible for managing the business and generating revenues
- Responsible for managing the research team for strategy projects
- Made presentations at various conferences
- Participated in Advisory Boards for pharmaceutical and diagnostic companies
- Guest lecturer at University of the Sciences (Philadelphia) - MBA class, guest lecturer on Personalized Medicine at Duke University, presented at Leadership Course Panel Discussion at SPH, UNC.

VICE PRESIDENT, BEST PRACTICES, LLC

2001-2004

- Responsible for generating new consulting business in the area of healthcare, particularly within the pharmaceutical and diagnostic arena
- Responsible for leading and managing project teams in the delivery of research projects
- Managed the company's Sales Team
- Member of the Research Steering Committee
- Responsible for Membership Services, which included Sales, Marketing, Account Management, Research, and Event Planning of 75 "Fortune 500" members from various industries
- Provided leadership to the Management Committee (overall company strategy)
- Responsible for Training and Development in the healthcare area

WORLDWIDE COMMERCIAL DIRECTOR - PREDICTIVE MEDICINE, GLAXO WELLCOME

1998-2001

- Responsible for developing worldwide commercial strategies for predictive medicine agents supporting therapeutic medicines (Diagnostics, Genomics, and Therapeutics)
- Managed relationships with strategic partners (Business Development)
- Responsible for managing International Directors
- Assisted Local Operating Companies with marketing plans for predictive medicine agents
- Provided leadership to other groups within Predictive Medicine (particularly Business Development and Clinical Development)

- Developed overall communication plans for Predictive Medicine
- Member of the Predictive Medicine Board, the Pharmacogenetics Group, Commercial Genetics Strategy Team, Genetics Issues Team and the Global Imaging Strategy Team
- Managed the Therapeutics and Diagnostics Integration Project Team that developed scenarios of future healthcare and long-term strategies/goals for Predictive Medicine

GROUP DIRECTOR, BUSINESS PLANNING, GLAXO WELLCOME, INC.

1994-1998

- Responsible for five-year Corporate Strategy Plan and Business Plan, as well as the Corporate Goals and Objectives
- Member of the Strategic Plan Steering Group (Glaxo Plc, UK)
- Member of the Executive Strategy Development Committee
- Secretary of the Commercial Operations Strategy Development Group
- Leader of the Healthcare Scenarios Team
- Held responsibility as Chairman of the Disease Management Steering Committee
- Member of the Commercial Operations Information Steering Committee
- Member of the Business Process Improvement Team
- Chairman of the Integrated Planning Team
- Participation in Business Development Process Team
- Member of the International Diagnostics Assessment Team

DIRECTOR OF INTERNATIONAL MARKETING, GLAXO, PLC (UK)

1991-1994

- Responsible for international strategic marketing
- Developed worldwide marketing plans for Operating Companies throughout Glaxo
- Directed the R&D effort to support therapeutic areas
- Prepared reports and recommendations for top management
- Organized international workshops and conferences
- Coordinated licensing activities to support therapeutic areas
- Conducted international Market Research projects
- Prepared long-range (10 years) strategic plans
- Worked with individual countries to support their plans
- Therapeutic areas: GI (Zantac), Anti-emetics, Anesthesiology
- Responsible for Patent Expiry Defence Plan - Zantac
- Member of Wellcome Acquisition Team
- Participated in Corporate Strategy Unit projects

DIRECTOR OF PRODUCT MANAGEMENT, GLAXO (CANADA)

1989-1991

- Responsible for marketing plans and strategic planning
- Therapeutic areas of responsibility:
 - Injectable antibiotics + Oral antibiotics
 - Gastrointestinal products
 - Anti-allergy products
 - Anti-emetic agents
 - Dermatological products
- Directed product launches (CEFTIN, ZOCOR (co-promotion), ZANTAC oral solution, ZANTAC capsules)

DIRECTOR OF SALES AND MARKETING, CLINDATA

1988-1989

- Marketing of electronic clinical systems (clinical trial monitoring, medical databases, medical expert systems, on-line communications, networking systems)
- Negotiated strategic alliances

- DIRECTOR MARKETING PLANNING, MERCK (CANADA)** **1986-1988**
- Responsible for marketing plans and strategic planning
 - Directed product launches (NOROXIN, PRIMAXIN, VASOTEC)
 - Therapeutic areas of responsibility:
 - Injectable antibiotics + Oral antibiotics
 - Cardiovascular products
 - Hepatitis B vaccine
 - Ophthalmic products - glaucoma
- DISTRICT SALES MANAGER, MERCK (CANADA)** **1984-1986**
- Responsible for sales management team in B.C. & Alberta
 - Therapeutic areas of responsibility:
 - Cardiovascular products
 - Hepatitis B vaccine
 - Injectable antibiotics + Oral antibiotics
 - Anti-arthritic products
- PRODUCT MANAGER, MERCK (CANADA)** **1981-1984**
- Responsible for marketing plans and implementation
 - Led Sales Force promotional campaigns
 - Directed product launches (DOLOBID, INDOCID SR, INDOCID Suppositories)
 - Therapeutic areas of responsibility:
 - Anti-arthritic products
 - Cardiovascular
 - Muscle relaxants
 - Hepatitis B vaccine/pediatric vaccines
 - Analgesics
- SALES REPRESENTATIVE, MERCK (CANADA)** **1978-1981**
- Sales representative for several products
 - Teaching hospital responsibility
 - General territory, both city and rural
- RESEARCH ASSOCIATE, UNIVERSITY OF GUELPH** **1977-1978**
- Responsible for conducting research in cancer (Pathology, Carcinogenesis, and Nutrition)

EDUCATION

Master of Public Health—2010

Gillings School for Global Public Health, The University of North Carolina at Chapel Hill

Certificate in Public Health Ethics—2010

Gillings School for Global Public Health, The University of North Carolina at Chapel Hill

Master of Science (Biomedical Sciences)—1977

University of Guelph (Canada)

Bachelor of Science (Biology/Chemistry)—1975

Acadia University (Canada)

ADDITIONAL COURSES

- *Strategic Planning Seminar*
- *Innovative Thinking Conference*
- *Molecular Diagnostics Conference*
- *Disease Management Seminar*
- *"Leadership" Course*
- *Business Law Course, Dawson College*
- *"Fundamentals of Finance" Course*
- *"Advanced Finance" Course*
- *Grant Writing Course*

MEMBERSHIPS AND COMMUNITY SERVICE

BOARD MEMBERSHIPS

- Member of the Board, **Canadian Business Association of North Carolina**
- Member of the Board of Directors, **Institute for Advanced Career Development**
- Member of the Board, **Zephyr Medical Enterprises**
- Member of Scientific Advisory Board, **Medical Science Liaison Society**

PROFESSIONAL ASSOCIATIONS

- President, **Canadian Business Association of North Carolina**
- Member of the **American Public Health Association**
- Member of the **Global Health Council**
- Member of the **International Society of Medical Publications Professionals**
- Member of the **American College of Healthcare Executives**
- Member of the **World Future Society**
- Member of the **Order of Kentucky Colonels**

COMMUNITY INVOLVEMENT

Civil Air Patrol (CAP): Held rank of Lieutenant Colonel. Active in leadership roles as the Government Relations Advisor for the Middle East Region of the Civil Air Patrol, Director of the Middle East Region Staff College, and Finance Officer for the Orange County Composite Squadron. Also participate in the CAP National Public Trust Committee. Previously held positions of Vice Commander for the NC Wing of the Civil Air Patrol, and Commander of the Chapel Hill Composite Squadron. Attended CAP National Staff College and numerous training programs. Lecturer at various training programs for CAP, including Unit Commander's Course, Corporate Leadership Course, Squadron Leadership School, Middle East Region Staff College, and other Professional Development courses.

American Red Cross: Volunteer for Disaster Relief services, as well as opportunities to assist with government relations.

Musician: Member of several bands playing jazz and pop music at various locations in and around Chapel Hill (plays drums and bass).