Meet the Consultants – Dr. Allie Kolberg-Edelbrock



Allie Kolberg-Edelbrock, PhD **Senior Consultant**

- 8+ years in the life sciences and 2+ years of consulting experience
- Therapeutic area acumen in oncology, gastroenterology, neurology, & immunology
- Specific expertise in opportunity assessment, patient journey mapping, global market access, outcomes-based contracting, etc.
- Experience designing and executing qual & quant primary market research
- Northwestern University (PhD), Case Western Reserve University (BS)

How I Got To Where I Am Today...











2010-2014

 Studied Biomedical Engineering & Polymer Science

- 2014-2020
- Invented 2 new biomaterials for neural regeneration
- Work received international recognition (Science, BBC, NOVA, etc.) & reached the 'top of the research mountain'

2020-2022

- · Moved on to a career in biopharma consulting
- Gained consulting core skillset
- · Realized interest in rare disease

Present

Taking on new challenges!



Meet the Consultants – Dr. Shuang "Steve" Wu



Shuang "Steve" Wu, PhD **Engagement Manager**

- 4.5+ years of life sciences commercial strategy & analytics consulting experience
- Therapeutic area acumen in immunology, nephrology, and rare disease
- Specific expertise in claims data analysis, opportunity assessment, market research, brand strategy, etc.
- Experience leading cross-functional teams to analyze complex healthcare data to deliver business insights
- Rowan University (PhD Cell & Mol Bio), Columbia University (MS Biostats)

How I Got To Where I Am Today...











2010-2016

- Researched microRNA in embryonic stem cells
- One first-author publication

 Studied biostatistics, learned programming language R

2016-2018

- Interned at Roche as a data scientists
- Developed an interest in strategy consulting

2018-2022

- Gained consulting core skillset
- Extensive experience in analytics projects

Taking on new challenges!



Meet Head of Analytics and Data Products – Dr. Birnur Ozbas-Erdem



Birnur Ozbas-Erdem, PhD **Head of Analytics and Data Products**

- 10+ years of experience in strategy and analytics consulting in the pharmaceutical industry
- 15+ years of experience with U.S. and global data analytics and modeling
- Expertise in designing and leading advanced analytics and Machine Learning and Artificial Intelligence project and data products on complex disease areas
- Bogazici University (PhD in Industrial **Engineering**)

How I Got To Where I Am Today...





2013-2018





2010-2013

Edward J. Bloustein School of

• Director/Research Professor at

Laboratory for Port Logistics

and Security, CAIT

Post-Doctoral Associate at

Planning and Public Policy

Moved on to a career in biopharma consulting

 Gained consulting core skillset with a focus on analytics/big data

2018-2022

Taking on new challenges!

Present

 Lead projects in pipeline planning, launch preparation and marketed products for global pharma and biotech clients

