

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!

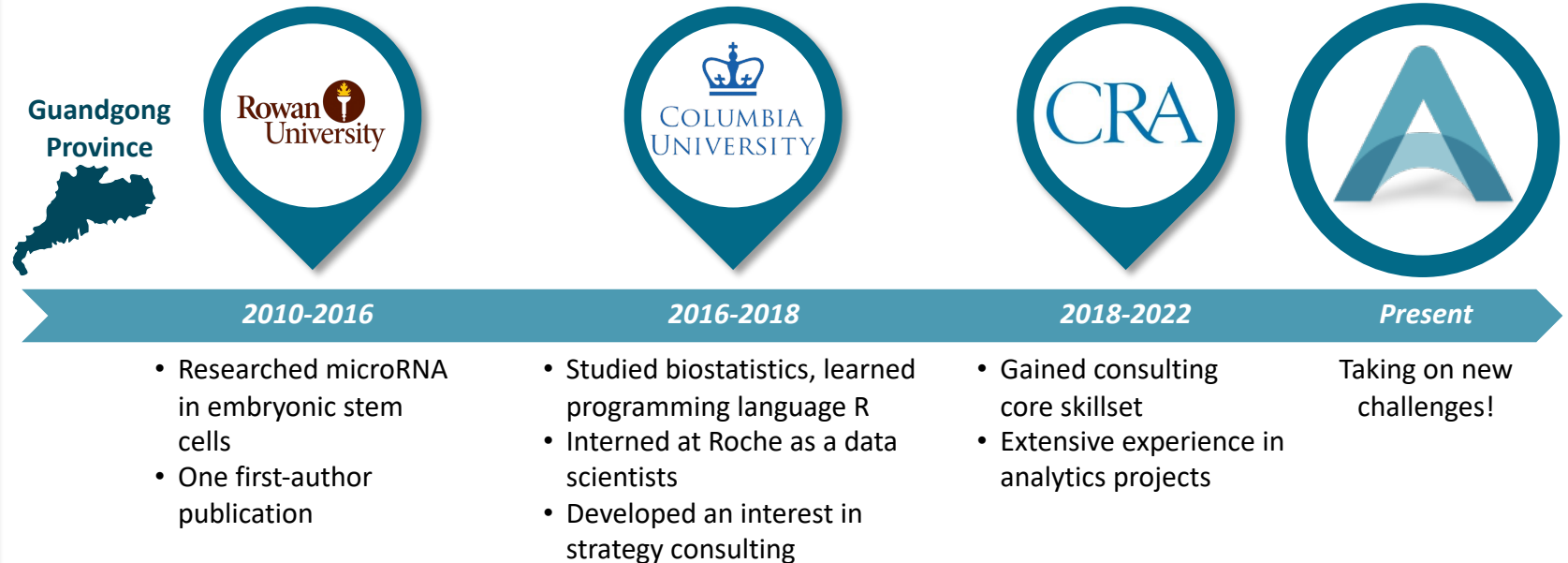
Meet the Consultants – Dr. Shuang “Steve” Wu



**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...



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...

