

Rutgers iJOBS x Lumanity Career Panel on Consulting

September 12, 2025



Presented by:

Meghan Pendyala, Varun Bahl, & Elissa Everton

Agenda

Section	Title	Timing
1	Bios, Paths to Consulting, & Current Roles	30 mins
2	Case Studies	30 mins
3	Q&A	30 mins

Meghan Pendyala, PhD

Consultant, joined Lumanity in January 2023



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One piece of advice...



✓ Take advantage of opportunities to develop your soft skills while in an academic setting, like presenting, project / team management, problem solving, etc.

Path to Consulting

- BS in Biomedical Engineering, Minor in Computer Science, from Saint Louis University (2014-2018)
- PhD in Biomedical Engineering, from Rensselaer Polytechnic Institute (2018-2022)
 - Chief of Staff at Bay Area Biotech Connection (2020-2022), coordinating grad students across SF Bay Area graduate programs to run consulting projects for local biotech / pharma start-ups
 - Interned at a boutique life sciences consulting firm based in Boston (2021), working on indication prioritization and opportunity assessments for clients interested in acquiring other products
 - Selected for Lumanity Propel (ADC Immersion Program) in May 2022, a competitive 3-day program for doctoral students interested in life sciences consulting; accepted offer to join Lumanity in June 2021
- Started at Lumanity (legacy Clarion Healthcare) January 2023 as a Senior Associate
 - Promoted to Consultant in Jul 2024

Role as Consultant at Lumanity

- Long-term support for Global Commercial teams on their product and launch strategy, building out their competitive differentiation strategy and coordinating across regions and functions to drive execution of the strategy
 - Cross-functional workshop facilitation
 - Brand and portfolio planning
 - Scenario planning
 - Launch readiness
 - Secondary and primary market research
 - Evidence strategy and scientific narrative development
 - Organizational restructuring

Varun Bahl, PhD

Consultant, joined Lumanity in January 2023



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Path to Consulting

- BA in Molecular & Cell Biology, Minor in Toxicology, from University of California, Berkeley (2013-2017)
- PhD in Pharmacology from University of Pennsylvania, Perelman School of Medicine (2017-2022)
 - Accrued 3+ years of pro bono life sciences consulting experience through the Penn Biotech Group Healthcare Consulting (200+ member student-run group out of Wharton School of Business), advancing from consultant to project leader; led and supported engagements spanning early-stage biotech to global pharmaceutical companies
 - Selected for Lumanity Propel in May 2022; accepted offer to join Lumanity in June 2022
- Started at Lumanity January 2023 as a Senior Associate; promoted to Consultant in Jul 2024

Role as Consultant at Lumanity

- Partner with biopharma clients to evaluate markets / disease areas, shape portfolio decisions, and plan product launches
 - Conduct research (e.g., physician interviews) across therapeutic areas such as rare diseases, oncology, neuroscience, and metabolic disorders
 - Synthesize insights from competitive intelligence and conference surveillance to guide market positioning and strategic priorities
 - Facilitate cross-functional planning to align clinical, commercial, and market access teams around launch strategy and execution

One piece of advice...



✓ *Reach out to people on LinkedIn (e.g., alumni) and set up coffee chats to learn about their firm's culture and what day-to-day life is really like*

Elissa Everton, PhD

Consultant, joined Lumanity in October 2022



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One piece of advice...



✓ Find a case study buddy that is on the same interview timeline with you, and set up weekly sessions to practice together

Path to Consulting

- BS in Biotechnology, Minor in Biochemistry, from Rutgers University SEBS, 2015
- Worked as a Scientist 1 at a bioremediation company called CB&I/APTIM in NJ for 2 years
- PhD in Molecular & Translational Medicine in CReM at Boston University School of Medicine (2017-2022)
 - Thesis was on sexual dimorphism of liver injury and regeneration following acetaminophen overdose
 - Interned in BU tech transfer office, founded student entrepreneurship bootcamp program, founded BU life sciences consulting club
 - Selected for Lumanity Propel in May 2021; accepted offer to join Lumanity in July 2021
- Started at Lumanity October 2022 as a Senior Associate; promoted to Consultant in Jan 2024

Role as Consultant at Lumanity

- Engaged with global cross-functional teams across a variety of therapeutics areas & project types
 - Particular foci in hematology/oncology & liver disease, working on conference surveillance, workshop development & brand planning
 - Expertise in heme & solid tumors, liver disease, inflammatory diseases, & regenerative medicine, across MoAs such as cell-based therapies, RNAi, and ADCs
- Regular attendance at global oncology meetings, such as AACR, ASCO, EHA, ICML & ASH
- Engaged with 80+ KOLs in provider & payer spaces across TAs, generating insights on disease area strategy, brand planning, and indication prioritization / opportunity assessments

Case Study

Building Client Relationships

- An exciting aspect of joining a boutique life sciences consulting firm is the opportunity to participate in long-standing engagements with the same franchise and/or same client company
- The three of us as a group have worked on ~42 projects across 7 franchises, all at the same multinational pharmaceutical company, with our colleagues' history at this client extending even longer



Franchise #1: Ph3 RNAi launching as first entrant in rare liver disease

Projects we've worked on:

- Global brand plan development
- US Launch Excellence Plan development
- Scenario planning
- Internal meeting & workshop support

Other projects Lumanity has worked on:

- PMR on diagnostics
- Device business case
- Think tank series



Franchise #2: Ph3 oral therapeutic launching in a crowded landscape, with a suite of indications to follow

Projects we've worked on:

- Brand planning
- Scenario planning
- Positioning / differentiation strategy
- Primary market research
- Competitive Assessment
- Product profile support
- Governance support
- Cross-functional tactical planning
- PSP development
- Launch readiness

Other projects Lumanity has worked on:

- Evidence generation plan development
- New indication early strategic support



Franchise #3: Ph3 small-molecule for rare developmental epilepsies

Projects we've worked on:

- Brand planning
- Scenario planning
- Positioning / differentiation strategy
- Value proposition development (FDA dossier support)

Other projects Lumanity has worked on:

- Market landscape and sizing
- Market Access strategy
- Disease Area / Portfolio strategy

Franchise #1: Scenario Planning & Strategy Summit



Client

Established pharmaceutical company aiming to conduct a strategy summit to brainstorm cross-functional scenario planning & kick-off brand planning for their Ph3 RNAi asset, entering first in a rare disease space

Business Challenge

Support the client in evaluating and clearly articulating the cross-functional implications of various clinical and regulatory scenarios, and helping outline potential mitigation strategies

Facilitate the planning and execution of a strategy summit around their asset, which served as a kick-off for brand planning



Our Approach

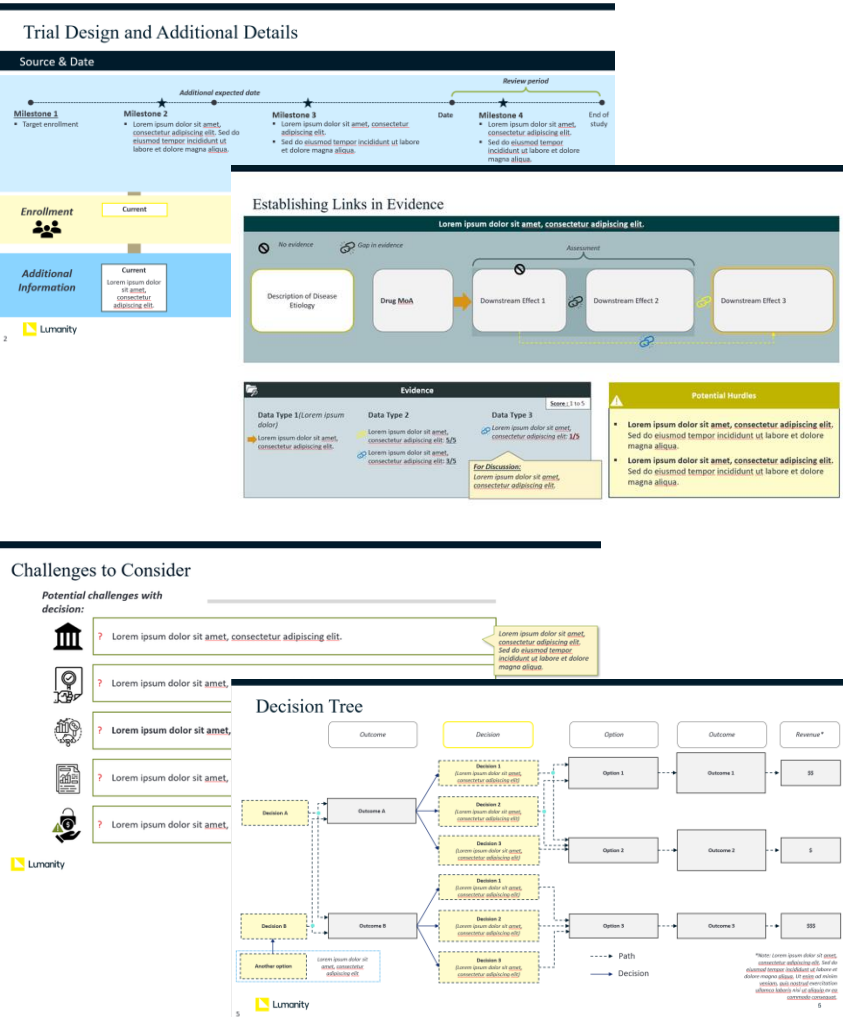
1. **Outline potential clinical, regulatory, and labelling scenarios** based on articulation of the current situation around the asset, using insights from 1-on-1 meetings and provided materials
2. **Conduct cross-functional working sessions** to gather different functional perspectives (Clinical, Regulatory, Medical, Evidence Generation, Health Economic, Market Access) around potential clinical and regulatory scenarios, to assess downstream implications, including effect on the overall commercial opportunity
3. **Plan and execute an in-person workshop within the Strategy Summit** to help drive team alignment on paths forward, while also organizing and facilitating the overall 2-day Summit, also consisting of sessions such as Launch Planning, Messaging, and Insights presentations



Facilitated the integration of cross-functional insights to assess implications of potential paths forward, and initiated development of action plans for potential scenarios, which will help drive brand planning, tactical planning, and executive level presentations



Example Deliverables



CASE STUDY

Franchise #2: Brand Strategy Development and Launch Readiness

Client

A pharmaceutical company with a new asset entering a crowded market needs support developing a robust brand strategy across indications to navigate competitive dynamics and set up for a successful launch

Business Challenge

The client's asset will be the second molecule entering this space with this MOA and will likely not be best-in-class. It is critical to identify a clear differentiation strategy that resonates with stakeholders to support uptake.

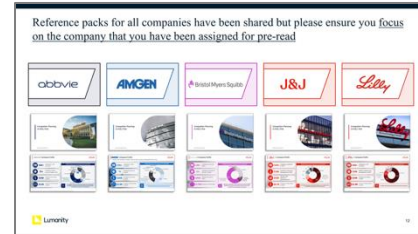


Our Approach: *Lumanity's broad capabilities have allowed us to support this franchise through multiple avenues:*

Commercial Strategy Development

- Develop a comprehensive brand strategy for this asset across two indications by working with the cross-functional team on:

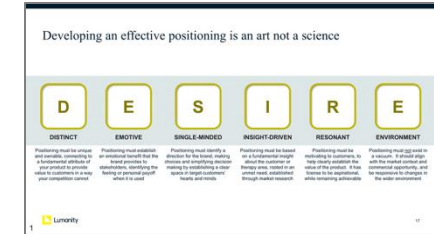
Competitive Assessment



Scenario Planning



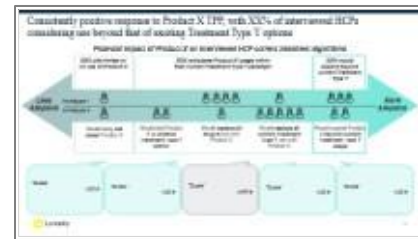
Positioning



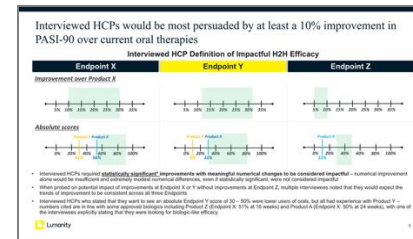
Primary Market Research

- Support strategic decision-making by conducting market research with community HCPs to obtain perspectives on current prescribing behaviors, unmet needs, product attributes and evidence that would impact utilization:

Prescribing Behaviors



Data Needs



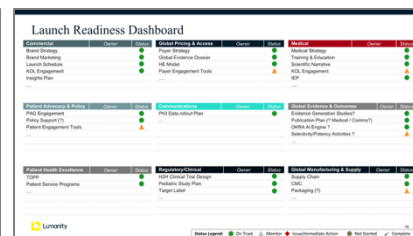
Value Drivers



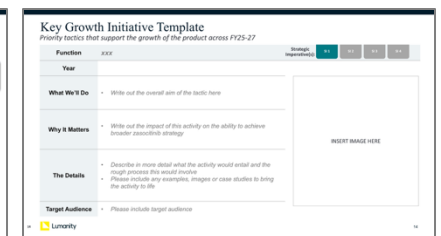
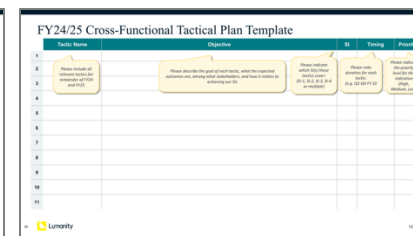
Launch Readiness and Tactical Planning

- While developing a clear strategy is necessary to win in a market, success can only be achieved through aligned execution. We have supported this client through launch team readiness and cross-functional tactical planning:

Launch Planning



Tactical Planning



Franchise #3: Commercial Opportunities & Differentiation Mapping

An established pharmaceutical company preparing to launch a therapy for two rare neurological disorders is focused on navigating a competitive landscape. The client seeks to map differentiation opportunities and define a brand strategy that will support successful market entry and sustainable growth.

As the product prepares for market entry, the client risks being lost in a crowded and evolving landscape without a clear differentiation narrative. It is critical to systematically map the commercial white space and develop promotional themes that drive stakeholder recognition and adoption across geographies.



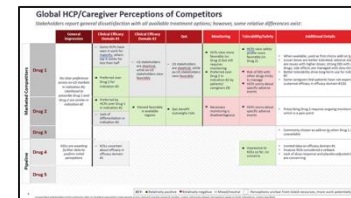
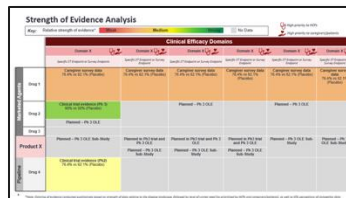
Our Approach: Develop a comprehensive Differentiation Factbook that illuminates evidence-based opportunities and provides a clear foundation for future strategic alignment:



Competitor Data Mapping

- Analysis of competitor clinical data to surface areas where the client's product demonstrates - or has the potential to demonstrate - compelling evidence advantages, enabling the client to sharpen its scientific narrative and evidence-based positioning

*Strength of Evidence
from Competitor
Clinical Data*



*HCP / Caregiver
Perceptions of
Competitor Data*



Stakeholder Unmet Need Analysis

- Mapped the highest-priority domains for HCPs and caregivers, translating unmet needs into actionable opportunity spaces that can anchor differentiated value propositions and resonate with stakeholders across geographies

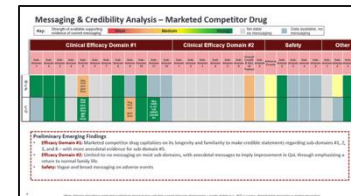
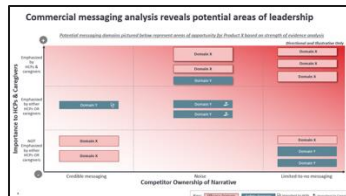
*Synthesis of HCP &
Caregiver Unmet
Needs Across Patient
Journey*



Competitor Messaging Analysis

- Assessed competitor messaging and credibility of supporting evidence to identify underutilized messaging white space, highlighting avenues where the client's product could establish thought leadership and credibly shape the treatment dialogue

*Potential Areas of
Messaging
Leadership*



*Messaging &
Credibility Analysis
of Competitor Drugs*



Impact

- Drove cross-functional alignment on differentiation strategy**, strengthening product positioning and shaping the foundation for launch success
- Secured follow-on engagement (Phase 2)** to translate differentiation opportunities into actionable tactics and sequencing

Questions?

