



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

Columbia Healthcare  
and Pharmaceutical  
Management Program

CLASS OF 2017  
CLASS OF 2018





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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, 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 and Learn Networking Events
- Alumni Networking Events
- Executive Speakers
- Treks and 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.

# 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
- An attractive New York City location
- Access to the world-class Columbia healthcare community

The HPM Program was established in 2006. It is currently led by Bunny Ellerin, who brings over 20 years of leadership experience in healthcare to Columbia Business School. Bunny's diversity of experience includes healthcare delivery, life sciences (pharma and medtech) and digital health, giving her a broad-based knowledge of the entire ecosystem. The Program itself was designed by 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/)



**LISA AULT**

lault17@gsb.columbia.edu

Consulting and Strategy

**University of Southern California**  
Los Angeles, California  
BS, Business Administration, 2010

**PFIZER, Inc. New York, NY**  
MBA Summer Associate, Pfizer Consulting  
and Execution  
Summer 2016

Led evaluation of a marketing planning cycle to identify best practices to improve operating model effectiveness

**FUJIFILM SONOSITE, Bothell, WA**  
Marketing Manager  
2013 - 2015

Analyzed potential of Canadian point-of-care ultrasound market to develop a marketing strategy that was presented to Canadian sales team and leadership.  
Spearheaded development of a customer education web portal.  
Led marketing activities for Enterprise market including development of marketing campaign content and support for strategic relationships with Health Management Academy, National Patient Safety Foundation, and CODE BLACK movie production team.  
Collaborated with cross-functional team to launch the Frontier Program, a global pricing program.

**Marketing Specialist**  
2010 - 2013

Conducted an analysis of Interventional Cardiology and Peripheral IV point-of-care ultrasound markets that culminated in presenting findings to CEO.  
Created marketing collateral that has continued to be utilized by global team including a 32-page evidence-based booklet highlighting quality, safety, and cost benefits of ultrasound utilization for 12 invasive procedures.  
Selected as a presenter for Global Strategy Session during 2013 international sales meeting for 450 attendees.



**JULIE BAILEY**

jbailey17@gsb.columbia.edu

Consulting and Strategy

**George Washington University**  
Washington, DC  
BA International Affairs and International Development, 2011

**COLUMBIA TECHNOLOGY VENTURES,**  
New York, NY  
Analyst  
2013 - Present

Manage review of licensing potential of over 200 inventions in pharmaceuticals, biomedical engineering, biotechnology, nanotechnology, and other sciences.  
Analyze more than 50 license deals to Columbia IP worth over \$1m in up-front fees yearly; write reports for Senior Management evaluating readiness to execute and ascertaining deal alignment with Columbia's licensing strategy.  
Recovered \$890k patent expenses by identifying 3rd-party contributors on Invention Reports; initiate cost-sharing agreements with contributor institutions averting legal and financial risk of patenting and licensing without 3rd-party input.

**POPULATION SERVICES INT'L,**  
Washington, DC  
Contract Consultant  
2012 - 2013

Developed strategic plan to expand scope of services beyond sexual health to diversify funding sources.  
Researched best practices, innovations, funding, and partnership opportunities in non-communicable diseases and presented recommendations to Senior Management Working Groups.

**THE FULBRIGHT PROGRAM, Kolkata, India**  
Fellow  
2011 - 2012

Identified & researched innovative health interventions to complement small Maternal and Child Health NGO's existing programs in children's health.



**ELISA BORMAN**

eborman17@gsb.columbia.edu

Consulting and Management

**University of California, Berkeley**  
Berkeley, California  
BS, Business Administration, 2007  
BA, Integrative Biology, 2007

**EUREKA THERAPEUTICS, Emeryville, CA**  
Head of Business Operations  
2012 - 2016

Supervised cross-functional teams including project management, business development, finance and accounting; managed contract research projects.  
Led IPO preparation activities: selected and managed external audit, accounting, and valuation advisory firms, implemented internal accounting, finance, and documentation processes and controls.  
Liaised with academic and corporate technology offices for management of collaborations, press releases, material transfers.

**Business Development Manager**  
2007 - 2012

Launched contract research division; managed relationships with clients across US, Europe, and Asia.  
Identified opportunities, market size, and competition; set pricing for products & contract research services.  
Developed research proposals, aligned stakeholders across different functional groups, established timelines and budgets.



**WILLIAM CAMPBELL**

wcampbell17@gsb.columbia.edu

Marketing and Technology

**Swarthmore College**

Swarthmore, Pennsylvania

BA, Honors Biology & Minor Engineering, 2012

**LOS ALAMOS NATIONAL LABORATORY,**

Los Alamos, NM

MBA Summer Intern

2016

Transitioned technology developed at Lab to private industry through assessing strategic partnerships, aiding licensing deals, and building launch/promotion strategies.

**STROZ FRIEDBERG, New York, NY**

Digital Forensic Examiner

2012 - 2015

Spearheaded team analysis, managed client relationships, and provided damage control for high-stakes, fast-paced response to hack of major retailer's customer databases. Narrowed affected customer scope, saving client >\$1,000,000 in legal fees.

Directed four-member team of data scientists, examiners, and forensic accountants to discover gaps in international bank's fraud monitoring systems and processes. Presented results and recommendations to federal government and bank executives.

Developed process checklists and SQL algorithms to uncover more than \$100,000,000 in money laundering at client. Disseminated best-practices and was recognized among peers as in-house quantitative Anti-Money Laundering expert.



**GUIDO CASTAGNOLA**

gcastagnola17@gsb.columbia.edu

Management and Consulting

**Instituto Universitario Hospital Italiano**

Buenos Aires, Argentina

Psychiatrist, 2008

**Universidad Austral**

Buenos Aires, Argentina

MD, 2004

**JOHNSON & JOHNSON,**

Buenos Aires, Argentina

IRDP Intern

2016

Led the Ethicon clinical demand generation initiative to define a new go-to-market model focusing on clinical customers in the top 5 demand specialties in the Southern Cluster.

**PRIVATE PRACTICE,**

Buenos Aires, Argentina

Owner and Principal Physician

2006 - 2015

Managed entire practice: negotiated rates with HMO, set private rates, acquired office space, advertising, hiring, compliance with legal requirements for health records.

**INECO, Buenos Aires, Argentina**

Neuropsychiatry Fellowship

2008 - 2009

Attending Neuropsychiatrist and Assistant to CEO/Medical Director

Co-led 14 people in cross-functional team implementing research protocol for study of frontotemporal dementia.

Assigned tasks, supervised work, and ensured adherence to protocol. 35+ original papers published based on results of study.

**HOSPITAL ITALIANO,**

Buenos Aires, Argentina

Resident Physician

2005 - 2008

Managed four psychiatric ward facilities: 42-bed in-patient care department, out-patient psychiatric care, emergency consultation and cross-hospital psychiatric emergencies for a 500-bed general hospital.



**CECE CHEN**

cchen17@gsb.columbia.edu

Strategy and Technology

**Northwestern University**

Evanston, Illinois

MS, Biomedical Engineering, 2011

BS, Biomedical Engineering, 2010

**ACCENTURE, New York, NY**

Consultant (2014 - 2015)

Analyst (2011 - 2014)

Led change management workstream by developing training materials and training client teams for a financial reporting transformation project for a global Fortune 500 biotech company

Mapped future state product quality business processes for a \$5M Oracle-based enterprise resource planning (ERP) implementation assessment for a global Fortune 500 biotech company

Analyzed the standardization of drug substance, drug product, and finished goods release processes across global manufacturing sites for a global Fortune 500 biotech company

Identified Healthcare Reform impacts to sales, actuarial, and benefits areas and mapped current state and future state processes for a regional non-profit payer

Analyzed potential new channels for a member cost savings marketing campaign at a regional payer

**SIEMENS HEALTHCARE, Beijing, China**

Corporate Technology Intern

2010

Investigated and compared the technologies of foreign and domestic urinalysis machines

Researched enzyme-linked immunosorbent assay (ELISA) kit models for a potential new product line



## JAMES CHEUNG

jcheung17@gsb.columbia.edu

Finance and Private Equity

### MIT Sloan School of Management

Cambridge, Massachusetts

Master of Finance, 2011

University of California, San Diego

La Jolla, California

BS, Bioengineering and Biomedical Engineering, 2010

### CITADEL, New York, NY

Global Equities Summer Associate

2016

Developed and analyzed L/S investments in the healthcare sector by conducting in-depth fundamental and primary research.

### PERMIRA, New York, NY

Investment Professional

2013 - 2015

Evaluated investment opportunities in the healthcare, consumer, and industrial space through detailed analysis of financial, industry, and competitive trends.

Constructed complex operating forecast models to assess valuation and financing structures for investment and exit strategies.

Engaged with senior management and industry advisors to formulate investment strategy and recommendation for investment committee.

### BANK OF AMERICA MERRILL LYNCH,

New York, NY

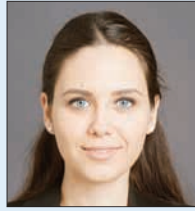
Investment Banking Analyst, Global

Healthcare

2011 - 2013

Executed transactions for mergers & acquisitions, initial public offerings, leveraged buyouts, and financings.

Led all facets of the deal process including valuation, engagement materials, financial and operational due diligence, and interaction with senior management across the pharmaceutical, biotechnology, medical technology, and services sector.



## BIRCE CIRAVOGLU

bciravoglu17@gsb.columbia.edu

Private Equity

### Bogazici University

Istanbul, Turkey

Chemical Engineering, 2011

### DEUTSCHE BANK, New York, NY

Summer Associate

2016

Rotated through M&A and industrials teams.

### GARANTI BANK, Istanbul, Turkey

Credit Analytics Supervisor

2012 - 2015

Developed a credit portfolio monitoring tool for optimizing Garanti's \$1.3 billion non-performing loan budget.

Prepared market studies by analyzing credit trends and strategic memorandums comparing the bank's credit portfolio to competing lenders which were utilized to determine the bank's loan policy in the Turkish market.

### OC&C STRATEGY CONSULTANTS,

Istanbul, Turkey

Business Analyst

2011 - 2012

Conceptualized a new retail go-to-market channel for a leading consumer goods company in Turkey, analyzing sales performance efficiency and reengineering business processes.

### PFIZER, Istanbul, Turkey

Marketing Associate

2010 - 2011

Worked with marketing team to determine an optimal strategy to improve the firm's competitive position in the region

Conducted daily, weekly and monthly analyses, including market share, competition and benchmarking analyses.



## EVAN COHEN

evcohen17@gsb.columbia.edu

Strategy and Finance

### Northwestern University

Evanston, Illinois

BA, Economics, 2012

### GENOA, A QOL COMPANY, New York, NY

Business Development & Sales Manager

2015 - Present

Appointed sales manager of telepsychiatry group in Indiana and New York, two high priority states, and signed eight clinic partnerships in the first nine months of 2016.

Presented at the National Alliance on Mental Illness Indiana State Conference on operational perspectives in building a successful telepsychiatry model.

### PIPER JAFFRAY & COMPANY,

New York, NY

Investment Banking Analyst

2014 - 2015

Advised biopharmaceutical, medical technology and healthcare services companies on financial and strategic initiatives.

Closed nine transactions totaling \$1.8 billion in aggregate transaction value, ranging from \$29.9 million to \$1.1 billion in deal value.

### BLACKROCK, New York, NY

Fixed Income Analyst

2012 - 2014

Supported separately managed fixed income accounts totaling nearly \$100 billion in assets under management.

Sourced new business by meeting with client consultants and writing requests for proposals, resulting in \$1.7 billion of asset inflows.



**ELIZABETH COLONNA**

ecolonna17@gsb.columbia.edu

Strategy and Operations

**University of Virginia**  
Charlottesville, Virginia  
BA, Economics and Spanish, 2010

**UCLA HEALTH, Los Angeles, CA**  
Administrative Intern, Operations  
2016

Conceptualized agenda, created presentation materials, and managed logistics for Labor Management Retreat, a conference attended by the COOs, CFOs, and CHROs of five health systems.

Managed implementation of electronic rounding tool to improve organizational efficiency; coordinated with Chief Patient Experience Officer to customize rounding scripts, map notification process, and prepare for pilot launch.

**FTI CONSULTING, New York, NY**  
Senior Consultant (2013 - 2015)  
Consultant (2010 - 2013)

Analyzed 100m records of transactional data to quantify potential exposure for retail pharmacy client involved in litigation with alleged damages over \$150m.

Created SQL models based on state Medicaid generic drug pricing rules that were instrumental in influencing litigation strategy; produced deliverables for a 30-page Expert Report for senior managing director serving as expert witness.

Developed cross-functional client relationships with departments including Revenue Projections, Data Remediation, Legal, and Technical Engineering, helping to streamline communication and reconcile internal discrepancies.

Overhauled complex claims data system for large managed care organization, which processes millions of claims per year to CMS for Medicare Advantage.



**CHRISTIAN DUNNE**

cdunne17@gsb.columbia.edu

Management and Marketing

**Skidmore College**  
Saratoga Springs, New York  
BS, Business and Art, 2007

**RECKITT BENCKISER, Parsippany, NJ**  
Assistant Brand Manager Intern  
Summer 2016

Developed the 2017 ecommerce strategy for Durex and KY portfolios, including large new product launch.

**ABB OPTICAL GROUP, Chicago, IL**  
Account Manager  
2014 - 2015

Managed relationships with 27 vendor partners to ensure aggressive sales growth; became distributor of choice for 22 of 27 vendors within six months and increased sales by 28% versus the national average of 10%.

Collaborated with teams in finance, operations, and marketing to test a new customer program that was later implemented throughout the country.

**BIOMERS LTD, Chicago, IL**  
Key Opinion Leader & Account Manager  
2011 - 2013

Established the North American market for an orthodontic start-up company by developing and executing a marketing strategy that led to acquisition discussions with major orthodontic companies.

Recruited and managed the company's Key Opinion Leaders (doctors) to create clinical studies that established competitive market claims.

**BAUSCH + LOMB, Chicago, IL**  
Territory Manager (2010 - 2011)  
Associate (2009)

Partnered with the National Sales Team to develop the #1 territory (based on overall sales, profits, and growth) in the country for a large national retailer.



**PHILONG DUONG**

pduong17@gsb.columbia.edu

Technology and Strategy

**Elon University**  
Elon, North Carolina  
BS, Computer Science, 2006

**INTERCEPT PHARMACEUTICALS, New York, NY**  
Commercial Intern  
2016

Pioneered two new non-traditional tactics to bring OCALIVA to market. Had full project ownership from inception to execution, working cross-functionally with sales, intelligence, and marketing teams.

Coordinated and managed a \$500,000 marketing campaign, including contracting multiple key opinion leaders, script review, and multi-platform marketing material for product launch.

**UNITED STATES MARINE CORPS, San Diego, CA**  
Assault Pilot, Captain  
2006 - 2015

Served as a CH-46 Helicopter Pilot and a MV-22 Tiltrotor Pilot. Led multiple combat missions on three deployments to the Middle East.

**THE WINGMAN FOUNDATION, New York, NY**  
Founder & Director of Business Development  
2014 - Present

Founded first non-profit organization dedicated to assisting veterans and families of the Naval Aviation community.

Raised over \$240,000 in first two years, and provided over \$210,000 to mishap relief and other core missions including aiding 29 families, providing an education scholarship, and raising multiple memorials.





## LEV ELDEMIR

leldemir17@gsb.columbia.edu

Strategy and Marketing

**University of California, Berkeley**  
Berkeley, California  
BS, Business Administration, 2010

**JOHNSON & JOHNSON, Somerville, NJ**  
Marketing Strategy Intern  
2016

Recommended key hospital accounts in the US to target for a new product launch and leveraged Medicare data and feedback from the Sales organization to pinpoint high sales-potential accounts.

Produced sales collateral for three specialties, using key insights from two rounds of market research.

**FRONTIER HEALTHCARE, New York, NY**  
Operations Associate  
2013 - 2015

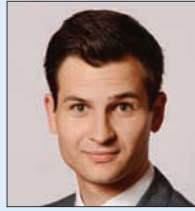
Directed a cross-functional operations team, comprised of five senior leaders, in the development of new ambulatory surgery centers.

Served as the Practice Administrator of Frontier's first gynecology surgery center for six months, overseeing over 40 personnel and managing operational workflow, facility maintenance, billing operations, and clinical compliance.

**CITIGROUP, INC. New York, NY**  
Investment Banking Analyst  
2011 - 2013

Provided fixed income financing solutions to clients and managed the fixed income transaction process, from pre-announcement marketing to final pricing; interfaced directly with clients to brainstorm and implement deal execution best practices.

Composed a daily distribution sent to over 1,000+ clients and senior internal bankers discussing industry developments, Treasury and equity markets, and recent investment grade debt issuance.



## PAWEL FEDEJKO

pfedejko17@gsb.columbia.edu

Consulting and Entrepreneurship

**London School of Economics and Political Science**  
London, United Kingdom  
MS Management Strategy, 2011

**Warsaw School of Economics**  
Warsaw, Poland  
BA, Quantitative Methods in Economics, 2009

**AETION, New York, NY**  
Sales and Account Management MBA  
Summer Intern Summer  
2016

Developed go-to market strategy in pharma-payer collaboration and outcomes-based contracting space.

**BOOZ & COMPANY (now STRATEGY&), London, United Kingdom**  
Associate/Manager (2015)  
Senior Consultant (2014 - 2015)  
Consultant (2012 - 2014)

Developed product strategy for rare disease drug while acting as job manager; synthesized findings and led presentation to senior client team during Steering Committee meetings; identified revenue upside of 10%.

Interviewed country CEO's, CFO's, and brand managers at multinational pharmaceutical company and defined strategic options regarding firm's Europe organizational structures; potential cost savings totaled to ~20 - 30%.

Led team of two and created manufacturing strategy for diagnostic start-up (acquired by major pharmaceutical company) by modeling various production scenarios and evaluating in-house capabilities and potential outsourcing partners.

Reprioritized \$70m of annual product development spend for \$15bn consumer goods company by evaluating shifts in regulatory environment and consumer preferences across top global markets.



## EMILY GARVIN

egarvin17@gsb.columbia.edu

Consulting

**Dartmouth College**  
Hanover, New Hampshire  
BA, Spanish, 2011

**THE BOSTON CONSULTING GROUP, Washington, DC**  
Summer Consultant  
2016

Developed and launched request for proposal covering over \$60M of indirect spend for major retail pharmacy chain; built model to evaluate bids based on pricing and incentive payments.

**THE ADVISORY BOARD COMPANY, Washington, DC**  
Healthcare Consultant (2012 - 2015)  
Coordinator (2011 - 2012)

Led implementation of clinical business intelligence technology at seven-hospital system in Denver, coaching staff on the use of data to impact readmission rates, length of stay, and other outcomes; led to facility-level improvements in joint replacement length of stay and heart failure readmissions.

Initiated a data and analytics strategy to facilitate superior performance on an innovative, patient-centered unit of a hospital in Denver, CO; led to \$600k+ in savings, improved quality outcomes, and citations in case studies.

Analyzed data trends for a hospital in CA, and guided CFO and VP of Quality on approach for training physicians on how to improve stewardship of resources, resulting in upwards of \$717k in savings and enhanced physician experience.



**RACHEL J. HAN**

rhan17@gsb.columbia.edu

Consulting and Management

**Chung-Ang University**

Seoul, Korea

BA, Business Administration, 2012

**PRAAVA HEALTH, Dhaka, Bangladesh**  
MBA Intern

2016

Conducted demand projection and capacity analysis; developed a long term rollout plan of 33 outpatient healthcare centers.

Designed organizational structure, roles, and responsibilities.

Developed business presentation used by CEO for PE fund-raising.

**HEALTHCARE HAN, Seoul, Korea**

Manager

2013 - 2014

Developed business plans for medium-sized hospitals and healthcare centers.

Provided educational sessions for hospital management trainees, achieving a 92% satisfaction rate.

**KOMEA, Seoul, Korea**

Assistant Manager

2013 - 2014

Led market research on China and developed overseas expansion strategies, including marketing partnerships with local clinics and utilization of venture capital, in cooperation with other government-affiliated organizations.

**SEOUL ST. MARY'S HOSPITAL,**

Seoul, Korea

Associate

2012 - 2013

Conducted and partnered with cross-divisional task force teams, and surgeons to allocate \$5m budget dedicated to construction of new operating facilities; presented findings to CEO.

Restructured processes governing donations; streamlined donation channels and implemented updated system to inform donors of use of their donations.



**CAROLYN HEISLER**

cheisler17@gsb.columbia.edu

Management and Strategy

**Boston College**

Chestnut Hill, Massachusetts

BA, Economics, International Studies, 2009

**DELOITTE CONSULTING, New York, NY**  
Manager (2016 - Present)

Senior Consultant (2014 - 2016)

Consultant (2012 - 2014)

Conducted financial projections, market-place evaluations, plan design modeling, and data analysis for clients' healthcare benefit programs.

Managed client's \$500m healthcare spend with budget requirements and presented program recommendations to senior management.

Developed strategy and approach for over 40 focus groups nationally; identified employee concerns with the current healthcare program and recommended actions aligned with the client's five-year strategy.

**SYNAMED LLC, New York, NY**

Project Manager (2010 - 2011)

Project Coordinator (2009 - 2010)

Analyzed Electronic Health Record (EHR) system capabilities to identify and manage implementation of changes required to comply with federal EHR certification.

Demonstrated EHR system features to federal inspectors from Office of the National Coordinator, resulting in award of certification and a distinct marketing advantage for the company.



**QIAN (VICTORIA) HU**

qhui7@gsb.columbia.edu

Private Equity

**Kyoto University**

Kyoto, Japan

PhD, 2010

**Guiyang Medical College**

Guiyang, China

MD, 2004

**GOLD TREE INVESTMENT MANAGEMENT,**  
New York, NY

Board Director (2015 - present)

General Manager (2014 - 2015)

Guided concept-through-completion of investment projects, from transaction structure design to negotiation, industry analysis, market research, financial due diligence and valuation.

Brought clarity to healthcare investments and utilized a strong network of Chinese government and industrial contacts to gain traction for clients.

**VANGOO CAPITAL, Beijing, China**

Investment Manager

2012 - 2014

Evaluated investment opportunities in Pharmaceutical, medical devices, Medical service and Biotechnology sectors through detailed analysis of financial, industry and competitive trends.

Gained a multifaceted understanding of investment execution through hands-on work across market research, due diligence, financial model building, business plan building, negotiations and contract development.

**SUMITOMO CORPORATION,**

Shanghai, China

Project Manager

2014 - 2015

Managed \$80M in acquiring target pharmaceutical company.

Advised on China macroeconomic trends and conducted targeted market research into Asian markets.



## SCOTT JOHNSON

sjohnson17@gsb.columbia.edu

Management and Consulting

**University of Pennsylvania**  
Philadelphia, Pennsylvania  
BA, History, 2007

**PROGYNY, New York, NY**  
Operations Intern  
2016

Digital healthcare startup providing fertility benefits services. Investors include Kleiner Perkins and TPG.

Reengineered existing product offering and pricing structure of in vitro fertilization, egg freezing, surrogacy and adoption products, increasing gross profit by \$1.8 million.

**CIRCLE SURROGACY, Boston, MA**  
Strategy Consultant  
2015

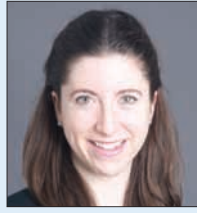
Surrogacy agency which provides a wide variety of services aimed to help parents build families.

Performed market study and developed expansion strategy by analysis of best practices, product/services/market diversification opportunities, marketing and promotion.

**PROCARE, Antananarivo, Madagascar**  
Founder & General Director  
2012 - 2015

Manufacturing company developing and marketing affordable, quality personal care and home care products for the domestic Madagascar market.

Recruited and supervised 42 employee team producing toothpaste, liquid soaps, and hair/skin moisturizers. Planned and installed factory - \$400,000USD capital investment budget, \$450,000USD working capital and marketing budget. Oversaw expansion of marketing budget from \$40,000USD to \$100,000USD as product range diversified.



## HILLARY KAPLAN

hkaplan17@gsb.columbia.edu

Strategy and Venture Capital

**University of Pennsylvania**  
Philadelphia, Pennsylvania  
BA, Politics, Philosophy & Economics, 2009

**RADIUS VENTURES, New York, NY**  
Intern  
2016

Developing the commercialization strategy for a pharmacogenomics clinical decision support company.

**NOVARTIS VENTURE FUND, Basel, Switzerland**  
MBA Summer Intern  
2016

Analyzed the healthcare venture landscape and the performance of competitive venture funds.

**THE DEDHAM GROUP, New York, NY**  
Senior Analyst (2013 - 2014)  
Analyst (2013 - 2014)

Managed strategy consulting projects with a focus on Oncology market access for large-cap pharmaceutical clients.

Analyzed the risk of healthcare providers switching to a competitive drug and created a financial model to assess switching impact.

Developed a portfolio-level regional access sales force strategy.

Assessed biomarker utilization to optimize market access for a therapy and its companion diagnostic.

**IMS HEALTH, Parsippany, NJ**  
Senior Analyst, Advanced Analytics (2012 - 2013)  
Analyst (2011 - 2012)  
Research Analyst (2009 - 2001)

Researched client inquiries of product and market trends and managed data analysis across cross-functional teams.

Developed resolutions for data anomalies and created customized reports for clients to accurately forecast product growth and identify sales targets.



## VICTORIA LAI

vlai17@gsb.columbia.edu

Finance

**Stanford University**  
Stanford, California  
BA, Human Biology, 2011

**GOLDMAN SACHS, New York, NY**  
Summer Associate  
2016

Advised strategic alternatives on buy-and sell-side M&A processes for healthcare companies.

**HEALTH ENTERPRISE PARTNERS, New York, NY**  
MBA Intern 2016

Identified and evaluated potential investment opportunities, conducted financial, market, and competitive due diligence, and prepared internal investment memoranda.

**FENOX VENTURE CAPITAL, San Jose, CA**  
Pre-MBA Intern  
2015

Screened over 50 startups and guided investment committee decisions by analyzing market, regulatory, and intellectual property risk.

Conducted due diligence on two healthcare IT and telemedicine startups. Recommendations resulted in the firm investing \$800k in seed capital.

**TRIAGE CONSULTING GROUP, San Francisco, CA**  
Senior Associate (2013 - 2015)  
Associate (2011 - 2013)

Trained 13 junior consultants in client service, database analysis, and reimbursement modeling to support process improvement review of reimbursement operations across nine hospitals.



## SHREYAS LAKSHMINARAYAN

slakshminarayan17@gbs.columbia.edu

Finance and Strategy

**Indian Institute of Science**

Bangalore, India

MS, Chemical Engineering, 2008

**PES Institute of Technology**

Bangalore, India

Biotechnology, 2006

**NOVARTIS, Hyderabad, India**

Manager

2015

Evaluated performance metrics relative to sales benchmarks to direct new investments for newly-launched \$135m drug.

**EY, Gurgaon, India and Doha, Qatar**

Senior Consultant (2012 – 2015)

Consultant (2011 – 2012)

Implemented a centralized supply chain process for a \$2b Qatari hospital chain comprising nine hospitals, evaluating capacity planning.

Analyzed profitability of manufacturing a 20-product portfolio at the Indian arm of a \$28b global generics manufacturer.

Transformed vendor management processes for a hospital chain having 1,800 vendors spread across 10+ geographies, cutting-down vendor base by 25%.

**SMARTANALYST, Gurgaon, India**

Senior Analyst (2011)

Business Analyst (2009 – 2011)

Research Analyst (2008 – 2009)

Advised an Illinois-based \$12b healthcare company on acquisition of a new hematology drug under development by a €1.2b French company.

Collaborated with a global team to optimize investment portfolio for a \$22b German healthcare company.

Devised an India market-entry strategy for a \$48b US pharmaceutical company's pregnancy biomarker brand.



## JOSEPHINE LINTHORST

jlinthorst17@gbs.columbia.edu

Consulting and Entrepreneurship

**University Utrecht – Faculty of Medicine**

Utrecht, The Netherlands

MD, 2012

**THE BOSTON CONSULTING GROUP,**

Amsterdam, The Netherlands

Consultant

2013 – present

Conceptualized the collaboration mechanism for value-based-healthcare and advised the boards of 6 Dutch hospitals on how to implement this within and between their hospitals.

Researched the practice variation opportunity for Healthcare payers globally by addressing unwarranted differences in treatment decisions.

Advised the oncology department of a leading European pharmaceutical company on their organizational restructuring in order to capture full growth potential given a new drug launch.

**PROJECT RENEWAL, New York, NY**

Medical Intern

2010

Researched the financial and operational model of Project Renewal, a non-profit that helps >15k homeless New Yorkers every year, and advised them on ways how to increase revenues to enable them to help more homeless New Yorkers.



## JAMIE MEYERSON

jmeyers17@gbs.columbia.edu

Corporate Development and Strategy

**Cornell University**

Ithaca, New York

BS, Communication, 2011

**ATHENAHEALTH, Watertown, MA**

Product Marketing MBA Intern

2016

Led go-to-market strategy development, creating framework to systematically analyze market segments and specialties.

Presented recommendations to C-Suite, informing 2017 investment decisions.

**ARNHOLD GLOBAL HEALTH INSTITUTE, New York, NY**

Summer Strategy Fellow

2015

Led strategy development with executive director to define institute's vision, value proposition, and offerings.

Developed global health site engagement strategy, cataloguing 70+ projects, defining program goals, and developing site evaluation criteria.

**DELOITTE, New York, NY**

Consultant (2013 – 2015)

Business Analyst (2011 – 2013)

Led design, fielding, and analysis of development finance landscape survey, capturing \$25b+ in emerging market capital flows.

Advised World Economic Forum Collaborative Innovation and Biotechnology Ecosystem platforms, co-authoring 10+ reports.

Defined strategy and design of new product pilot for global pharmaceutical client, seeking to spark growth in post-patent offering.

Advised health insurance client on commercial implications of healthcare reform, focused on product development and network re-contracting strategy.

Developed new product business case for manufacturing client, driving \$1m+ in additional sales.



## ROBERT MORIN, MD

rmorin16@gsb.columbia.edu

Entrepreneurship and Consulting

**New York Medical College,**  
Valhalla, New York  
MD, 2004

**University of Wisconsin, Madison**  
Madison, Wisconsin  
BS, Behavioral Science and Law, 1999

**EAST COAST AESTHETIC SURGERY,**  
New York, NY  
Plastic Surgeon, Craniofacial Surgeon and  
Pediatric Plastic Surgeon  
2010 - Present

Board certified plastic surgeon in private practice with privileges at Lenox Hill Hospital and Hackensack University Medical Center. Specializes in complex and revision rhinoplasty, ear reconstruction, craniofacial abnormalities, melanoma treatment and reconstruction, facial trauma and cosmetic facial rejuvenation.

**DEVELOPING FACES, New York, NY**  
President and Chairman, Board of Directors  
2013 - Present

Co-founded 501(c)3 non-profit organization to provide high quality surgical care to babies and children with facial abnormalities living in developing countries around the world. Led surgical mission to Guatemala City in 2015 and treated 30 children with facial deformities.

**MIAMI CHILDREN'S HOSPITAL, Miami, FL**  
Craniofacial and Pediatric Plastic Surgery  
Fellow  
2009 - 2010

Extensive advanced surgical training in the reconstruction of complex pediatric and adult facial abnormalities.



## J.T. MUNCH

jmunch17@gsb.columbia.edu

Private Equity and Management

**Fordham University**  
New York, New York  
MS, Teaching, 2011

**The Ohio State University**  
Columbus, Ohio  
BS, Finance, 2008

**NEUBERGER BERMAN, New York, NY**  
Private Equity Senior Associate  
2016

Evaluated private investments in variety of companies across multiple industries.

**BEECKEN PETTY O'KEEFE & COMPANY,**  
Chicago, IL  
Healthcare Private Equity Associate  
2013 - 2015

Completed leveraged buyouts of Paragon Medical and Medical Solutions.

Engaged in industry, accounting, legal, and operational due diligence prior to investment of capital.

Created financial models used to derive company valuations and analyze potential investment returns.

Advised portfolio company management teams on corporate finance and strategic planning initiatives.

**CENTERVIEW PARTNERS, New York, NY**  
Investment Banking Analyst  
2011 - 2013

Recommended divestiture of two business segments to public board of directors; divestitures completed in 2013.

Represented senior lender group in restructuring of water distribution company capital structure.

**Teach For America, New York, NY**  
Middle School Math Teacher  
2009 - 2011

Managed five different classes of 6th, 7th, and 8th grade students at public school in South Bronx.

Drove meaningful student achievement; 72% of 6th grade students attained grade level proficiency by end of 2011 school year.



## RICHARD MURPHEY

rmurphey17@gsb.columbia.edu

Finance and Entrepreneurship

**Duke University**  
Durham, North Carolina  
BA, Economics, 2010

**VERILY (GOOGLE LIFE SCIENCES),**  
Mountain View, CA  
Financial Analyst  
Summer 2016

Created business model for \$500M diabetes JV with Sanofi.

Presented business development strategy for key platform to internal decision makers.

Led budgeting process for development of key scientific program.

**TROIA THERAPEUTICS, INC, San Diego, CA**  
Co-Founder, Head of Operations  
2013 - Present

Oversee operations and finances, meeting 2014 goals 50%+ under budget.

Managed cross-functional team to prepare for and hold pre-IND meeting.

Developed business plan, and raised Series A from leading VC.

**DIAVACS, INC, San Diego, CA**  
Head of Operations  
2014 - Present

Oversee preclinical development for lead product.

Worked with interim CEO to structure and raise Series B and revise company strategy.

**INVESTOR GROWTH CAPITAL INC,**  
New York, NY  
Venture Capital Analyst  
2012 - 2013

Evaluated and executed equity healthcare investments at a \$1.8b AUM diversified international venture capital / growth equity fund.

**WELLS FARGO SECURITIES, LLC,**  
Charlotte, NC  
Investment Banking Analyst  
2010 - 2012

Closed over a dozen debt, equity, and M&A transactions in the healthcare sector.



**SAM NELSON**

snelson17@gsb.columbia.edu

Strategy

**Trinity College**  
Hartford, Connecticut  
BA, Economics, 2011

**IMS CONSULTING GROUP, New York, NY**  
Graduate Intern  
2016

Advised multinational biotech on US commercial sales potential for a Phase II asset.

Quantified payer awareness and planned use of oncology value frameworks (ICER, ASCO).

**CIGNA, Newton, MA**  
Senior New Business Manager  
2014 - 2015

Health Insurance Sales Executive for companies with 250 - 5,000 employees, governments, hospitals, and universities.

Focused on previously unexplored distribution channels and new distributor partnership development.

**CIGNA, New York, NY**  
Account Manager  
2011 - 2014

Health Insurance Account Executive for \$65m book of business of corporate clients employing 50 - 250 employees.

Responsible for retaining and up-selling existing accounts, as well as developing and executing on comprehensive sales strategies for new prospects.

Two-time Gold Circle Qualifier. Ranked as 6th highest sales rep out of 100 national counterparts for final two full years in role.



**ADAM NORRIS**

anorris17@gsb.columbia.edu

Consulting and Strategy

**Vanderbilt University**  
Nashville, Tennessee  
BS, Economics, Human & Organizational Development, 2009

**DELOITTE STRATEGY & OPERATIONS, New York, NY**  
Summer Associate, 2016

Designed customer experience transformation strategy in collaboration with Deloitte Digital for Health Insurance Payer.

**EPIC SYSTEMS, Verona, WI**  
Application Auditor (2013 - 2015)  
Application Manager (2011 - 2013)

Generated and executed team mitigation strategy while managing executive client relationships on revenue management project six weeks behind schedule, leading to increased transparency and successful on-time Go-Live.

Created Resource Allocation Model to eliminate bottlenecks for newly live client with A/R days over 150% of baseline within 90 days of Go-Live, surpassing pre-live goal. Spearheaded company-wide Model adoption to minimize recurrence.

Built rubric, evaluation process, and tracking system to determine synergies and support needs for 65 live Epic clients interested in licensing EMR configuration to community partners, creating a new revenue stream for eligible clients.

Applied communication and technical expertise to collaborate with siloed client verticals, utilizing complex system functionality to develop cross-modular workflows resulting in top 10 key performance metrics compared to all Epic clients.

Managed and coached eight direct reports in career development.



**COURTNEY PITTENGER**

cpittenger17@gsb.columbia.edu

Consulting and Strategy

**Tufts University**  
Medford, Massachusetts  
BS, Sociology, 2010

**BAYER HEALTHCARE, Whippany, NJ**  
MBA Intern, Women's Health Marketing  
Summer 2016

Conducted market research study on the role of social network recommendations in the contraceptive decision-making process.

Created actionable business plan to drive word-of-mouth recommendations for intrauterine devices (IUDs) for 2017 brand planning.

**C SPACE, New York, NY**  
Senior Consultant (2014 - 2015)  
Consultant (2012 - 2014)  
Associate Community Manager (2011 - 2012)

Negotiated and secured 100% account renewals including one engagement expansion, totaling \$700K in revenue.

Led research studies driving new product and marketing strategy for Citibank. Sold \$30K of incremental sessions due to high client satisfaction.

Created strategy for GSK respiratory client to increase product adherence by introducing pharmacy counseling sessions. Recommendation adopted and currently in development.

Developed proprietary tool for GSK to measure and drive patient engagement and adherence, influencing all strategic and tactical decisions.

Initiated new internal consumer outreach process that increased response rate by 30+% and is now standard practice.



## **VARNA RAMAN**

vraman17@gsb.columbia.edu

Strategy and Management

**Barnard College**, New York, NY  
BA, Economics & Mathematics, 2009

**GENENTECH**, South San Francisco, CA  
Commercial MBA Intern  
2016

Led primary market research with payers to address key business questions for lung cancer drug facing increasing competition.

Aligned cross-functional project team to develop insights related to pricing, contracting, and competitive readiness.

Synthesized findings into actionable recommendations and socialized deliverables to ensure key stakeholder buy-in.

**VIZIENT**, New York, NY  
Strategic Accounts Member Specialist  
2012 - 2015

Analyzed \$500m+ of non-labor expenses at NewYork-Presbyterian Hospital to identify cost-saving and rebate opportunities; increased hospital group purchasing rebates by 11% year-over-year.

Collaborated with hospital administrators to draft RFPs and evaluate proposals for medical supplies, technology, and nutrition products; negotiated contracts resulting in \$1m of savings.

**J.P. MORGAN**, New York, NY  
Analyst, Investment Banking Credit Risk, Diversified Industries  
2009 - 2012

Analyzed acquisition financing for LBO and M&A transactions ranging from \$500m to \$2.2b to determine optimal capital structure.

Presented recommendations based on analyses to credit executives for transactions totaling over \$10b.

Built quarterly DCF models to monitor financially struggling companies and assess potential losses in event of bankruptcy.



## **MORGAN SHATTUCK**

mshattuck17@gsb.columbia.edu

Management and Operations

**Claremont McKenna College**  
Claremont, California  
BA, Chemistry and Math, 2011

**GENENTECH**,  
South San Francisco, CA  
MBA Intern  
2016

Identified the business requirements for a worldwide Supplier Relationship Management system by interview key stakeholders throughout Global Pharma Procurement (GPP).

Performed fit-gap analysis of the business requirements relative to an internal system to determine percent needs met.

Presented key findings and recommendations for the path forward to the GPP leadership team.

**NORAC PHARMA**, Azusa, CA  
Process R&D Chemist  
2011 - 2014

Executed and documented process development studies in support of manufacturing and regulatory filings for APIs and medical device compounds, improving reproducibility and function of the final product.

Fortified positive client relationships over the course of five projects with three pharmaceutical and biotechnology companies through commitment to productivity and communication, resulting in over \$1 million in business.

Coordinated between cross-functional teams, from business development to quality assurance, to ensure thorough communication of information and on-time deliverables.



## **STEPH SHAW**

sshaw17@gsb.columbia.edu

Finance and Strategy

**University of Virginia**  
Charlottesville, Virginia  
BA, Anthropology and Bioethics, 2007

**NEW YORK STATE DEPARTMENT OF HEALTH, OFFICE OF HEALTH INSURANCE PROGRAMS (MEDICAID)**  
New York, NY  
Intern  
2016

Created framework for the first ever strategic plan for the Division of Operations and Systems.

Executed stakeholder engagement plan for establishment of enterprise portfolio management office, resulting in best-practice recommendations, and assessment of data analytics needs.

**PLANNED PARENTHOOD FEDERATION OF AMERICA**  
New York, NY  
Strategic Manager for Health Finance  
2012 - 2015

Developed comprehensive payer strategy and delivered intensive technical support to health center CEOs, COOs, and public affairs executives in order to enhance market shares and reimbursement rates, resulting in \$10 million of revenue.

Analyzed segmented patient retention metrics and assessed strategies for acquiring new and retaining current patients, resulting in strategic consolidation of several health centers.

Designed policy and regulation lobbying strategies in order to maximize opportunities to contract with insurance and provide care to the newly insured population.



## XIN (TONY) SHU

xshu17@gsb.columbia.edu

Private Equity and Corporate Development

### Nanjing University

Nanjing, China  
MS, Chemistry, 2009

### Sun Yat-sen University

Guangzhou, China  
BS, Chemistry, 2006

### PIMCO, Hong Kong

Summer Account Manager  
2016

Conducted macro research of investment strategies covering fixed income, equity and alternatives, identified new mandates opportunities for pension fund and insurance company clients.

### NORTHERN LIGHT VENTURE CAPITAL,

Beijing, China

Associate

2012 - 2015

Sourced and closed 10 venture capital deals covering pharmaceuticals, devices and services, representing 67% of NLVC's healthcare portfolio.

Devised tech-oriented investment strategy, screened 1000+ innovative ventures, interviewed CEOs, conducted industry research and due diligence, negotiated investment terms, and invested 60% of a \$100 million fund.

Managed portfolios as board director, mentored portfolio founders in strategy and corporate governance to increase ROIC.

### GE HEALTHCARE, Guangzhou, China

Product Specialist

2010 - 2012

Strategized marketing techniques for \$63m portfolio of interventional imaging equipment, exceeding sales target by 22%.

### JOHNSON & JOHNSON MEDICAL,

Shandong, China

Sales Management Trainee

2009 - 2010



## ALEXANDER VON FALKENHAUSEN

avonfalkenhausen@gsb.columbia.edu

Private Equity and Operations

### Heidelberg University

Heidelberg, Germany  
Diploma Chemistry, 2011

### PWC STRATEGY&, Munich, Germany

Senior Associate

2014 - 2015

Led numerous workshops with senior management from ten functions to realign product development process of a European wind turbine manufacturer.

Conceptualized and implemented a Centers of Excellence based manufacturing strategy at a global MedTech company.

Devised Strategy&-wide social events, mentored junior colleagues, conducted interviews and workshops for recruiting, contributed initiatives.

### BOOZ & COMPANY, Munich, Germany

Associate

2012 - 2014

Conducted site assessments at a European fine chemicals manufacturer, identified improvements of 100m SEK.

Modeled cost side of potential operating models during restructuring of a German steel plant; achieved 90m € in implemented savings and a return to profitability within eleven months.

Ensured operational readiness at go live during reorganization of three national energy generation companies into one pan-European company.

Assessed 400 active pharmaceutical ingredients in terms of market potential and production capability fit for growth strategy of a global chemicals player.



## YAPRAK BARAN

ybaran18@gsb.columbia.edu

Consulting and Marketing

### Brown University

Providence, Rhode Island  
BA, Economics, Slavic Studies, 2010

### AMGEN, Dubai, UAE

Market Access Manager (2015 - 2016)

Market Research Manager (2014 - 2015)

Formulated Middle East and Africa (MEA) account prioritization strategy based on analysis of 120+ accounts for oncology products.

Managed access plans for enlistment in formularies of institutions and Ministries of Health for the Gulf Cooperation Council countries.

Oversaw private insurance reimbursement and tender participation for Amgen portfolio across 17 countries.

Forecasted potential revenue of five pipeline products for 2015 - 2030 to inform MEA commercialization strategy.

Facilitated biosimilar entry strategies in region by driving initial assessments and forecasting.

Designed and conducted the first Amgen market research projects in MEA for seven therapeutic areas.

Partnered with country functional leads to complete MEA Long Range Sales Plan and Budget 2016.

### AMGEN, Istanbul, Turkey

Senior Associate Project Management

2013 - 2014

Led cross-functional team to establish regional Liaison Office in Istanbul and reduced OPEX by \$1M.

Developed regional filing, reimbursement, shipment and launch plans for Amgen pipeline.

Integrated post-acquisition Onyx strategies in EEMEA region as project manager for cross-functional Kyprolis launch readiness team





## JAMES BEALL, CFA

jbeall18@gsb.columbia.edu

Finance

### Swarthmore College

Swarthmore, Pennsylvania

BS/BA, Engineering/Economics, 2011

### JKJ FINANCIAL SERVICES, Newtown, PA

Director of Investment and Insurance

Services (2015 - 2016)

Director-Client Services (2014 - 2015)

Senior Analyst-Client Services (2013 - 2014)

Client Services Coordinator (2011 - 2013)

Managed client relationships, review procedures, and service workflow for 900+ life insurance policies with \$110m+ of cash value and \$1.2b+ of death benefit, and supported Managing Partner in identifying potential sources of new business.

Monitored investment strategies for and liaised with external portfolio managers on 40+ investment accounts with \$40m+ of total asset under management, in conjunction with Managing Partner and Director of Operations.

Directly advised senior management of U.S. division of multinational insurance conglomerate on valuation and administration of \$16m+ life insurance-based executive pension liability.

Educated clients and their other advisors on holistic benefits of integrating various life insurance company products into financial portfolios, from estate planning, tax efficiency, and investment perspectives.

Performed investment allocation, case design, and cash flow analyses on new and existing life insurance coverage.



## DIANA BERKOVITS

dberkovits18@gsb.columbia.edu

Consulting and Strategy

### Columbia University

New York, New York

MA, Physiology, 2009

### Ithaca College

Ithaca, New York

BS, Exercise Science, 2007

### MOUNT SINAI HOSPITAL, New York, NY

Clinical Research Manager

2013 - 2016

Managed new Pulmonary Function Testing (PFT) Laboratory, including advertising and attracting business from general and sub-specialty physician practices within and outside of Mount Sinai Hospital.

Grew Laboratory business 500% from fewer than 20 patients/month in late 2013 to over 100 patients/month by 2016.

Consulted on developing apps and innovative medical technology.

### NEWYORK-PRESBYTERIAN HOSPITAL,

New York, NY

Exercise Physiologist

2008 - 2013

Launched the opening of Weill Cornell's first Pediatric PFT Laboratory.

Managed all aspects of laboratory functioning, growing the lab from zero to 125+ patients/month.

Educated physicians and patients on laboratory protocols and test results.



## TRAVIS BOWDEN

tbowden18@gsb.columbia.edu

Strategy and Management

### University of Texas at Austin

Austin, Texas

BA, Economics, 2011

### WENZEL SPINE, INC, Austin, TX

Business Operations Manager

2011 - 2012

Optimized instrument and implant traceability processes to reduce errors and lags in shipments, to accommodate a just-in-time inventory model.

Developed quality assurance systems to document all product exceptions, engineering change notices, and to ensure product quality.

Directed a team of four staff through FDA audit readiness checks in preparation for the first inspection.

### ACCENTURE, Houston, TX

Business Strategy Consultant

2012 - 2015

Collaborated with a team of 30+ to plan and execute the deployment of a mobile enablement and payment processing upgrade at 14,000 retail sites.

Partnered with the client leadership team to engage and gain buy-in from 50+ wholesalers.

Created trackers and reporting enabling successful pilot phase (20 sites), early adopter phase (100 sites), and mass deployment phase (14,000 sites), staying on plan and under budget.

Presented a consolidated financial reporting tool, leading to recovery of \$1.1M in unaccounted accruals

Built online SharePoint portal to store training documents, expert advice, FAQ section, and news, with more than 200 client users leveraging the site to share knowledge.



**JESSICA CHO**

jcho18@gsb.columbia.edu

Management and Consulting

**Wellesley College**

Wellesley, Massachusetts

BA, Political Science and Women's Studies, 2009

**PACIRA PHARMACEUTICALS,**

Parsippany, NJ

Investor Relations, Manager

2013 - 2016

Managed strategic communications with institutional investors and sell-side research analysts on behalf of company management, ensuring consistency, and accuracy of messaging in compliance with RegFD.

Analyzed sell-side research and financial models, identified information gaps, and advised C-suite on needed shifts in positioning to the Street to recalibrate expectations into achievable goals consistent with internal forecasts.

Led initial projects evaluating competitive landscape and presented findings to senior leadership, who integrated them into business development and corporate strategy.

**CAPITAL LINK, New York, NY**

Marketing Associate

2011 - 2012

Designed and implemented all communications and marketing, overseeing online content based on latest industry trends and news.

Secured media partners, paid speakers, and sponsors for investment forums and webinars, incorporating sales.

**SILVERLEAF FOUNDATION, New York, NY**

Researcher

2009 - 2010

Researched and updated "Mapping the Movement," a project showcasing current topics of interest in the women's movement through the flow of financial resources to specific causes, as well as



**JOSEPH COSENTINO, CPA**

jcosentino18@gsb.columbia.edu

Consulting and Strategy

**Villanova School of Business**

Villanova, Pennsylvania

BA, Finance and Accounting, 2013

**KPMG, Short Hills, NJ**

Senior Audit Associate (2015 - 2016)

Audit Associate (2013 - 2015)

Summer Intern (2012)

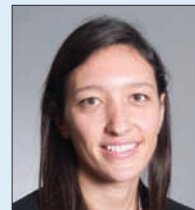
Managed cross-functional team of experts in IT, Audit, and Forensics to complete group reporting engagement for multinational industrial device client.

Oversaw client's implementation of new key processes around channel inventory management and revenue recognition.

Designed a model for sales returns and identified \$70m+ revenue misstatement and material weakness. Presented findings to client management to spur internal investigation.

Managed one new hire as in-charge auditor of a US SEC Public subsidiary and increased engagement profitability by ~\$15k from prior year.

Led offshoring initiative for engagement team for an automotive client. Identified new areas to offshore audit work, doubling percentage of hours sent offshore and increasing engagement profitability by ~\$40K.



**KATIE DEAN**

kdean18@gsb.columbia.edu

Consulting and Finance

**Boston College**

Chestnut Hill, MA

BA, English, 2010

**HARVARD MEDICAL SCHOOL, Boston, MA**

Research Assistant III

2012 - 2016

Managed 4-year, 4-site natural language processing pipeline (program) development project; responsible for ongoing analysis of quality rates across sites; pipeline results validated in two peer-reviewed publications.

Conducted all quantitative and qualitative analysis for randomized trial of home care checklist pilot program.

**BUSINESS WIRE, Boston, MA**

Account Executive

2011 - 2012

Analyzed clients' publicity goals to provide strategic press release distribution consulting for existing clients.

Exceeded 9% revenue growth goal in my territory during a year when company failed to reach this goal.

**MACMILLAN -ST.MARTIN'S PRESS,**

New York, NY

Publicity Assistant

2011

Created and executed media outreach campaigns for up to twenty books each.

Organized and assisted on two supervisors' publicity campaigns for up to fifty additional books every season.



## ADAM ESCALANTE

aescalante18@gsb.columbia.edu

Strategy and Marketing

### Cornell University

Ithaca, New York

BS, Molecular & Cellular Biology, 2010

### ENTERPRISE ANALYSIS,

Stamford, Connecticut

Consultant

2014 - 2016

Delivered marketing strategy consulting services, including market segmentation, geographic opportunity assessments, and product launch optimization to clients in the diagnostics and pharmaceutical industry.

Initiated and coordinated campaign to uncover synergies between 2 subsidiaries, with over \$1b in annual revenues, to maximize value of combined intellectual property in oncology diagnostics, automation, and genomics.

Steered worldwide conjoint data collection and market simulation to create a market penetration and pricing strategy for a diagnostic instrument awaiting FDA approval.

### REGENERON PHARMACEUTICALS,

Tarrytown, New York

Research Associate II (2012 - 2014)

Research Associate I (2010 - 2012)

Directed drug formulation as part of a cross-functional process to select a single target to escalate to human clinical trials.

Demonstrated proof-of-concept for a novel particle analysis predictive model to distinguish protein from silicone particles to improve detection accuracy.

Coordinated drug formulation and syringe stability studies to support a drug candidate's progression to Phase III clinical trials and provided evidence for 2016 FDA filing with estimated peak sales of \$3.1b.



## MATTHEW FOXMAN

mfoxman18@gsb.columbia.edu

Strategy and Entrepreneurship

### Northeastern University

Boston, Massachusetts

BS, Business Administration - Finance and MIS, 2011

### DELOITTE CONSULTING, New York, NY

Senior Consultant (2015 - 2016)

Consultant (2013 - 2015)

Performed operational analysis to determine feasibility and tax benefits of establishing European services hub that would generate annual tax benefit of ~\$300M for a leading U.S. health insurer.

Conducted Deloitte's 2016 industry expense benchmarking study for 16 leading providers of group benefits, including Aetna, Prudential, MetLife, The Hartford, Lincoln, and others.

Established program governance structures, processes, control frameworks, communications and tools to manage 3-year, \$29.2M post-merger technology integration program for a top 5 global life reinsurance carrier.

Reengineered processes for State government workers' compensation agency to improve timeliness of benefit payments, expand access to medical care, and reduce costs for thousands of employers and healthcare providers.

### COGNIZANT TECHNOLOGY SOLUTIONS, Hartford, CT

Associate Consultant-Projects (2013)

Technology Solutions Analyst (2011 - 2013)

Analyzed business processes utilizing lean six sigma principles to conduct due diligence for offshore transition of business processes, including 3-year 500+ person transition, the largest in the industry.

Elicited, analyzed, and managed requirements for contact center applications, workflow systems, and telephony routing.



## ANDREW GOTTESDIENER

agottesdiener18@gsb.columbia.edu

Venture Capital and Corporate Development

### Weill Cornell Medical College

New York, New York

MD, 2018

### Washington University in St. Louis

St. Louis, Missouri

BA, Economics, 2012

### INSITE FELLOW, New York, NY

2016 - Present

Advise and develop strategic recommendations for start-ups and venture backed companies.

### ROCKEFELLER UNIVERSITY, New York, NY

HIMI Summer Medical Fellow

Dr. Jeffrey Friedman Lab

2014

Investigated hunger signals in the central nervous system utilizing laboratory techniques such as CRISPR and optogenetics.

### RHYTHM PHARMACEUTICALS, Boston, MA

Intern

2013

Analyzed published literature and private genetic data in order to construct and implement database of over 400 patient mutations to support recruitment for clinical trials in a rare genetic disorder of obesity.

### WEILL CORNELL MEDICAL COLLEGE, New York, NY

Dr. Steven Paul Lab

Research Associate

2012 - 2013

Led project to optimize neurosurgical techniques and develop platform for AAV gene therapy delivery into mouse central nervous system to study efficacy of apoE2 gene delivery in ameliorating Alzheimer's disease.

Co-authored multiple peer reviewed publications as a result of these lab experiences.



**STEPHANIE HU**

shu18@gsb.columbia.edu  
 Corporate Development and Consulting

**Dartmouth College**  
 Hanover, New Hampshire  
 BA, Sociology and Economics, 2011

**PUTNAM INVESTMENT MANAGEMENT,**  
 Boston, MA  
 Global Healthcare Sector Specialist  
 (2014 – 2016)

**Investment Associate- Pharmaceuticals  
 and Biotechnology (2011 – 2014)**

Generated healthcare stock recommendations through highly detailed fundamental research and extensive scenario analysis financial modeling.

Valued companies by constructing and maintaining extensive company models to determine risk/reward spread.

Forecasted future drug launches by analyzing market dynamics and growth potential.

Evaluated IPO investment opportunities by consulting medical experts and meeting with management teams.

Presented in-depth industry reports to support investment theses across multiple healthcare subsectors.



**NAMWON JUNG**

njung18@gsb.columbia.edu  
 Finance and Consulting

**Korea University**  
 Seoul, Korea  
 BS, Material Science and Engineering, 2012

**SIEMENS HEALTHCARE, Seoul, Korea,**  
 Singapore  
 Assistant Section Manager  
 2012 – 2015

Launched the first RHQ Key Performance Index (KPI) scorecard covering CS KPIs for 15 countries in Asia Pacific region.

Led the first Ultrasound service organization setup in Siemens Korea.

Spearheaded the launch of Salesforce.com for 10 business partners to bolster work efficiency by removing paper tasks and recording daily service notifications.

**ROBUST ASSET MANAGEMENT,**  
 Seoul, Korea  
 Intern  
 2011

Analyzed daily movers of KOSPI and global events to assist developing domestic event-driven investment strategies.

Built data uploading tools for 200 commodities by utilizing Bloomberg API and Excel VBA.

**BAIN AND COMPANY, Seoul, Korea**  
 Intern  
 2010 – 2011

Devised key initiatives for a top financial institution through assessment of innovative business models.

Coordinated focus group interviews to structure key comments into categorized themes for presentation.



**JESSICA S. KIM**

skim18@gsb.columbia.edu  
 Finance and Corporate Development

**Yonsei University**  
 Seoul, Korea  
 BA, Business Administration, 2008

**SOCIETE GENERALE CORPORATE  
 & INVESTMENT BANKING, Seoul, Korea**  
 Structured Finance Associate  
 2013 – 2016

Advised and arranged cross-border financing for Korean corporates across various sectors including shipping, power utilities/natural resources and infrastructure.

Led financial, legal, market and technical due diligence, resulting in successful execution of 11 projects in 10 countries; committed long-term loans of \$808m with total net benefit of \$49m.

**ING BANK, Seoul, Korea**  
 Structured Finance Analyst  
 2010 – 2013

Marketed and arranged financing for Korean capital equipment export and project finance transactions in shipping and power utilities/natural resources.

Executed internal credit memos and received management approvals for 15 projects in 13 countries; financed total loans of \$986m.

**GENERAL ELECTRIC, Singapore,**  
 Seoul, Korea  
 Financial Management Program – GE Global Leadership Track  
 2018 – 2010

Oversaw business P&Ls spanning four rotational positions in GE Capital Singapore and GE Healthcare Korea.

Received monetary performance award from GE Healthcare Korea CFO for outstanding contribution.



## CHASE KNIGHT

cknight18@gsb.columbia.edu

Marketing and Entrepreneurship

### Cornell University

Ithaca, New York

BS, Applied Economics and Management, 2009

### ABBOTT LABS, Northeast, US

District Sales Manager, New York, NY, (2013 - 2016)

District Sales Manager, Baltimore, MD, (2012 - 2013)

Regional Sales Trainer, New York, NY, (2011 - 2012)

Hospital Sales Specialist, Buffalo, NY, (2010 - 2011)

Internal Pediatric Sales Rep, Columbus, OH, (2009 - 2010)

Promoted to lead 10 sales reps in New York City, the company's largest market, responsible for 40m in profit annually.

Selected to The President's Council for 2015, which awards the top five percent of sales leadership based on market share growth. Ranked #1 or #2 in the U.S. in years 2013 - 2016.

Led a team of seven sales reps in Baltimore, MD to grow hospital share eight percent through 10 signed hospital contracts.

Mentored and developed high potential sales rep on the team, leading to promotion in 2014.

As the Regional Sales Trainer, coached and trained 150+ existing and new-hire sales representatives, improving and developing sales training practices.

Created and carried out tailored training programs based on sales force need, improving focus and execution.

As a Hospital Sales Specialist, grew territory market share nine percent in 12 months.



## MOLLY MAGNUSON

mmagnuson18@gsb.columbia.edu

Consulting and Strategy

### University of Miami

Coral Gables, Florida

BS, Journalism and Political Science 2009

### THE KINETIX GROUP, New York, NY

Sr. Account Manager (2014 - 2016)

Account Manager (2013 - 2014)

Charted a bundled payment platform introduced as a new sales and marketing strategy for leading global medical device company; included formation of joint replacement care pathway, hospital readiness assessment and risk stratification model.

Administered clinical practice assessments nationwide and constructed new process models for the Center for Medicare and Medicaid Service's Transforming Clinical Practice Initiative.

Developed content, marketing and implementation strategy for therapeutic-based population health management programs at bio-pharmaceutical company; created tools for, executed pilots with select customers, and engineered reporting dashboards to assess impact.

### THE BROOKINGS INSTITUTION, Washington, DC

Center Manager, Management and Operations (2011 - 2013)

Center Coordinator (2010 - 2011)

Staff Assistant (2009 - 2010)

Directed internal workflow and oversaw all aspects of operations including strategy, budgets, fundraising, grant compliance, communications and scheduling.

Prioritized, made recommendations, and coordinated all organizational requirements, speaking engagements, press calls and complex scheduling for Center Director and Deputy Director.



## ALEX MARGOLIS

amargolis18@gsb.columbia.edu

Consulting and Management

### American University

Washington, District of Columbia

BA, Political Science, 2010

### GRANT THORNTON, Washington, DC

Senior Associate - Advisory Services

2014 - 2016

Managed a 25-person, \$3.5m contract budget, determining appropriate staffing levels and briefing firm leadership on financial projections and opportunities.

Conceptualized and executed a site visit approach to client's hospital facilities, leading a team of 6 in designing a methodology to audit the largest health system in the United States and locate barriers to physician/provider productivity.

Authored report of key findings following a six month assessment of a \$50b public sector health care system, incorporating hospital financial data and stakeholder interviews for submission to congressional oversight committees.

### BOOZ ALLEN HAMILTON, Washington, DC

Senior Consultant

2011 - 2014

Described Affordable Care Act's impact on specific clients for engagement teams and responded to policy-specific inquiries from project leads.

Drafted strategic plan for federal client supporting at-risk population of 10+ million individuals, describing projected future customer demand.

Successfully implemented an IT system designed to expedite payments to injured veterans and promote access to health services



**SONYA NANDA**

snanda18@gsb.columbia.edu

Management and Strategy

**University of Miami**

Coral Gables, Florida

BA, Economics and Psychology, 2007

**CITIGROUP INC., New York, NY**  
Associate Banker (2014 - 2016)  
Analyst Rotational Program (2011 - 2014)

Maintained and grew existing client relationships by conducting portfolio reviews, discovering cross-sell opportunities, marketing private bank services, and resolving day-to-day account inquiries.

Achieved 1st among 25 Associate Bankers in total new client acquisitions and 3rd in year over year growth.

Designed new sales management reports to track and forecast sales, implemented across 12 private banking teams globally.

Developed initiative to improve 1,200 clients' profitability through re-pricing, cross-selling, expense reductions, and terminations, contributing additional \$19m in realized annual margin.

Evaluated marginal revenue clients to re-focus sales efforts by reducing client base by ~60%.

Coordinated global technology, legal, and HR teams as Project Manager to successfully migrate 1600+ roles from high cost to low cost locations, resulting in \$70m+ in savings.

Modeled and forecasted future sales of \$260m based on pipelines, win ratios, sales productivity, and product initiatives and was awarded Global Transaction Services Five Star Award for Quality of Work.



**JAY NICHOLAS**

jnicholas18@gsb.columbia.edu

Management and Finance

**NYU Stern**

New York, New York

BS, Economics and Finance, 2009

**SBP MANAGEMENT, New York, NY**  
Senior Analyst  
2015 - Present

Research and diligence healthcare and technology investment opportunities for a family office investment portfolio.

Interface with companies' management and attend investment conferences.

**CANACCORD GENUITY, New York, NY**  
Vice President  
2014 - 2015

Executed strategic growth initiatives aimed at increasing Leveraged Finance group's revenue, participating in over \$1b of financing transactions across multiple industries, reporting directly to the head of the group.

Worked closely with industry coverage groups, debt capital markets, research desks, and the special situations team globally to pitch and structure refinancings, growth capital investments, and leveraged recapitalization transactions.

**GORDIAN GROUP, New York, NY**  
Senior Associate (2013 - 2014)  
Associate (2011 - 2013)  
Analyst (2009 - 2011)

Founding member of Healthcare Restructuring and Structured Finance practices, contributing significantly to their growth.

Led a joint venture team with healthcare consultants to design turnaround plans for bankrupt Interfaith Medical Center and advise NYDOH and DASNY.

Spearheaded financial analysis supporting restructuring of \$500b liabilities of Ambac Assurance Corporation and its \$4.6b settlement with 14 banks.



**ELIZABETH NYLUND**

enylund18@gsb.columbia.edu

Strategy and Marketing

**Washington University in St. Louis**

St. Louis, Missouri

BA, Economics, 2011

**DELOITTE CONSULTING, New York, NY**  
Senior Consultant (2015 - 2016)  
Consultant (2013 - 2015)  
Business Analyst (2011 - 2013)

Managed redesign of global organizational levels for a \$10B medical technology company following a merger; advised 16 business unit leaders on strategy to manage changes in their areas.

Designed data-driven strategy to assess organizational readiness in preparation for enterprise-wide software implementation at a €37B pharmaceutical company.

Partnered with C-suite to define organizational levels of a \$5B hospital system & health plan; led cross-functional team to develop enterprise-wide communication strategy to implement changes.

Created dynamic model to assess compensation program alternatives and forecast a multi-million dollar payroll budget for CEO approval at a \$2B academic medical center.

Analyzed labor spend in eight departments at a \$5B academic medical center; collaborated with clinical leaders to identify \$3M in annual savings from operational improvement initiatives.

Developed strategy to grow a Deloitte service line's revenue in the healthcare industry to \$23M in four years.



## PATIENCE OLANITORI

polanitori18@gsb.columbia.edu

Consulting and Entrepreneurship

**George Washington University**  
Washington DC  
BA, 2009

### HELPING HAND NURSE

Bensalem, PA

President (2013 - 2015)

Co-Founder (2010 - 2013)

Researched home health industry and government regulations to analyze resources needed to become Medicare certified.

Strategized funding methods in advance to ensure sustainability until the agency received permission to bill as a provider from PA Department of Health.

Created growth strategy through service location expansion, community outreach, and contracting with healthcare payers which increased average patient base from 25 to more than 200 and boosted revenue in excess of \$2.5m.

Identified cost optimization techniques through budget evaluations, loan negotiations, and supplier pricing data analysis resulting in 30% increase in profit.

Streamlined processes and restructured work functions to improve documentation compliance efficiency, resulting in high marks on an intense triennial Centers for Medicare and Medicaid Services survey that was critical to success.

Communicated with primary care physicians, insurance providers, and patients to integrate new healthcare coding (ICD10) set by the government and therefore prevented major billing delays up to \$500k.



## MILICA PAVLOVIC

mpavlovic18@gsb.columbia.edu

Management and Finance

**University Pompeu Fabra**  
Barcelona, Spain  
PhD, MS, Cancer Biology, 2014

### University of Belgrade

Belgrade, Serbia

BS, Molecular Biology, 2008

### MEMORIAL SLOAN KETTERING,

New York, NY

Postdoctoral Fellow

2016

Formulated research plan for pancreatic metastasis study and designed experimental approach over a 3-year horizon to uncover new treatment options in pancreatic cancer.

### NATIONAL CANCER RESEARCH CENTER,

Belgrade, Serbia

Cancer Scientist

2015

Designed and led study for 400 breast cancer patients with brain metastasis with goal of assessing tumor biomarkers.

Formulated strategy for improved diagnostic procedure for pediatric medulloblastoma patients at NCRC.

### DELTA FOOD PROCESSING,

Belgrade, Serbia

Summer Intern

2015

Conducted market segmentation and competitor analysis and forecasted budget to identify optimal location for 20 new retail stores.

### IRB BARCELONA, Barcelona, Spain

PhD Fellow, Research Associate

2008 - 2015

Discovered diagnostic biomarker for identifying breast cancer patients prone to developing bone metastasis and co-authored four reacted patent applications.

Developed and implemented +10 methods for investigating properties of metastatic cells in breast cancer.



## ALLISON PERRIN

aperrin18@gsb.columbia.edu

Finance and Marketing

**Duke University**  
Durham, North Carolina  
BA, French and European Studies, 2009

### LASER ANALYTICA, New York, NY

Senior Manager (2016)

Manager (2013 - 2016)

Senior Analyst (2012 - 2013)

Analyst (2011 - 2012)

Research Associate (2010 - 2011)

Junior Research Associate (2009 - 2010)

Constructed detailed health economic models (cost-effectiveness and budget impact analyses) for specific therapies, allowing clients to demonstrate value and subsequently obtain reimbursement for their products across many markets.

Served as sole client manager for numerous engagements; strengthened client partnerships and increased project revenue by up to 50% by identifying and presenting further opportunities for collaboration.

Managed and provided strategic direction for a team of six professionals across international offices through entire project cycles, including initial planning, research, model development, report writing, and final deliverables.

Presented research publications at three international conferences.



**PRAMOD PRASAD**

pprasad18@gsb.columbia.edu

Consulting and Strategy

**Indian Institute of Technology Madras**  
Chennai, India  
Bachelor of Technology, 2011

**DR REDDY'S LABORATORIES,**  
Hyderabad, India  
Manager, Strategy (2014 - 2016)  
Assistant Manager, Portfolio Management (2013 - 2014)

Evaluated market opportunities in new therapeutic area and presented recommendations to senior management which facilitated BU's foray into this therapeutic area with \$2bn revenue potential.

Conducted demand planning and capacity forecasting; partnered with manufacturing team to plan for \$100M investment in capacity expansion to meet increased demand requirements.

Prepared financial forecasts for 5-year operating plan; collaborated with leaders across R&D, manufacturing, finance and marketing to plan for \$200M capital deployment.

Identified deal value and potential terms for an out-licensing opportunity (\$150M) in the EU market; selected by VP of Commercial to travel to Switzerland to be the single point of contact to lead market evaluation efforts with a Swiss bank.

**MERITUS INTELYTICS, Hyderabad, India**  
Senior Business Analyst  
2011 - 2013

Formulated risk-return strategy for a client's \$1bn diversification into fertilizer industry.

Published 6 buy-side reports across CPG, retail, telecom, food, shipping and energy; increased equity research business 2-fold and trained 2 analysts to staff new teams.



**DARPITA PUROHIT**

dpurohit18@gsb.columbia.edu

Marketing

**The Johns Hopkins University**  
Washington, D.C.  
MA, Communications, 2011

**JNV University**  
Jodhpur, India  
BS, Biotechnology, 2008

**ALLAZOHEALTH, New York, NY**  
Pre-MBA Intern  
2016

Developed platform to track workflow and business development for AllazoHealth, a medication adherence focused analytics start-up.

**COHN & WOLFE (Y&R PR), New York, NY**  
Account Supervisor (2014 - 2016)  
Senior Account Executive (2013 - 2014)

Worked directly with the CEO of a gastrointestinal disease focused biotechnology company to secure and prepare for media interviews, including with one of the world's largest newswires with a monthly audience reach of 3+ million.

Oversaw a client-sponsored campaign to promote diagnostic testing among lung cancer patients and caregivers, surpassing the client's audience reach goals and reaching 300+ U.S. patients and caregivers within a span of six months.

**FLEISHMANHILLARD, New York, NY**  
Senior Account Executive  
2013

Analyzed and compared clinical trial results of six hepatitis C drugs to inform a pharmaceutical client's communication plan around two major medical meetings for three investigational hepatitis drugs.



**FENG (JOHNSON) QIAN**

fqian18@gsb.columbia.edu

Finance and Private Equity

**University of Rochester School of Medicine**  
Rochester, New York  
PhD, Health Services Research and Policy, 2010

**National University of Singapore**  
Singapore  
MS, Clinical Science, 2005

**Shanghai Medical University**  
Shanghai, China  
MBBS, Clinical Medicine, 1998

**UNIVERSITY AT ALBANY - STATE UNIVERSITY OF NEW YORK, Albany, NY**  
Assistant Professor  
2012 - present

Led NIH funded RO1 grants (\$1.75M) to evaluate outcomes of coronary stents and to predict hospital quality performance;

Conducted CDC funded studies (\$1M) on Big Data for population level disease management

Published over 30 papers in peer-reviewed medical journals

**University of Rochester, Rochester, NY**  
Assistant Professor  
2010 - 2012

Led/Participated in NIH funded projects (\$1.5M) to assess quality and outcomes in surgery and cardiovascular medicine

**Shanghai First People's Hospital**  
Shanghai, China  
Cardiac Surgery Resident  
1998 - 2002

Performed cardiac surgeries, managed patients, organized national conferences, and coordinated clinical trial studies





## DIVYA RAJ

draj18@gsb.columbia.edu

Consulting and Strategy

**Columbia Mailman School of Public Health**  
New York, New York  
MPH, 2017

**The Ohio State University**  
Columbus, Ohio  
BA, Public Affairs, 2015

**MARK KRUGER & ASSOCIATES,**  
New York, NY  
Pre-MBA Intern  
2016

Drove recommendations for major pharmaceutical companies on engagement opportunities in potential therapeutic areas.

Developed strategic insights and tactical plan for a large pharmaceutical company looking to enter the rare disease patient advocacy space.

**CLEVELAND DEPARTMENT OF PUBLIC HEALTH, Cleveland, OH**  
Research Associate  
2015

Formulated short-term strategy that informed marketing efforts for the mayoral sponsored initiative.

Facilitated partnerships with major hospital systems, government offices, and community and private sector partnerships resulting in legislation passage.

**THE OHIO STATE UNIVERSITY COLLEGE OF NURSING, Columbus, OH**  
Research Assistant  
2013 - 2015

Coordinated research efforts of cross-functional team successfully obtaining \$2m in federal funding for behavioral research.

Directed research process including onboarding new team members, managing over ten Institutional Review Board applications, and organizing data collection sites.



## APARNA RAMAKRISHNAN

aramakrishnan18@gsb.columbia.edu

Technology and Entrepreneurship

**University of California, Berkeley**  
Berkeley, California  
BS, Bioengineering, 2011

**NORC AT THE UNIVERSITY OF CHICAGO,**  
Bethesda, MD  
Senior Research Analyst (2016)  
Research Analyst (2014 - 2015)  
Research Assistant (2013)

Conducted performance evaluations to build institutional capacity of foreign assistance programs totaling over \$5b.

Oversaw data collection in 70+ countries, managed team of five analysts and consultants, conducted advanced statistical analysis, presented key insights on risk management practices to senior USAID executives.

Organized first NORC Data Hackathon event, teaching 60 attendees about data visualization through 12 hands-on projects.

**SIMPRINTS, Remote**  
Consultant  
2014 - 2015

Advised biometric technology startup on growth strategy.

Wrote proposal for patient tracking system in Bangladesh (awarded by UK Department for International Development (DFID), increasing funds raised by 85%).

**FHI 360, New Delhi, India**  
Intern  
2011 - 2012

Cross-analyzed census and HIV/AIDS program data to identify districts in Uttar Pradesh with rising HIV/AIDS prevalence.

Co-authored research presented in session at the XIX International AIDS Conference 2012.



## ADRIENNE (ISOBEL) ROSENTHAL

arosenthal8@gsb.columbia.edu

Management and Entrepreneurship

**Icahn School of Medicine at Mount Sinai**  
New York, New York  
MD, 2018

**Yale University**  
New Haven, Connecticut  
BA, History, 2008

**ARNHOLD GLOBAL HEALTH INSTITUTE AT MOUNT SINAI, New York, NY**  
Co-Investigator  
2013 - 2015

Conducted research on effectiveness of alcohol self-help groups in Saint Vincent and the Grenadines. Designed a travelling photo exhibit based on research. Exhibit shown in five towns in Saint Vincent in June 2015. Research culminated in first author publication in *Psychiatric Quarterly*.

**DOCTORS WITHOUT BORDERS,**  
New York, NY  
Medical Editing Intern  
2012

Managed research database of publications published by authors in organization.

Coordinated international conference on neglected tropical diseases at Mount Sinai.



**MEREDITH SHIELDS**

mshields18@gsb.columbia.edu

Management and Operations

**Columbia University School of Nursing**  
New York, New York

Doctorate of Nursing Practice, 2014  
BS, Nursing, 2011

**Tufts University**

Medford, Massachusetts  
BS, Biopsychology, 2009

**COLUMBIA UNIVERSITY MEDICAL CENTER, New York, NY**

Nurse Practitioner

2013 - Present

Diagnose and manage treatment of patients with diverse general and subspecialized urological complaints.

Develop and lead departmental nursing rounds to facilitate evidence-based practice.

**OVERLOOK HOSPITAL, Summit, NJ**

Registered Nurse

2011 - 2013

Assessed and managed post-surgical inpatients for recovery progress and acute decompensation.

Led unit as charge nurse, monitoring patient census, staffing ratios, and for any adverse patient events.

**ATLANTIC COLON & RECTAL SURGEONS, Summit, NJ**

Assistant Office Manager

2009 - 2010

Optimized and streamlined office organization, surgical booking system, and patient communication.

Led modernization efforts by researching electronic medical records systems, meeting with vendors, and calculating start up costs, and expected incentive-based reimbursement.



**JASON ZE SU**

zsu18@gsb.columbia.edu

Finance and Management

**Renmin University of China**  
Beijing, China

BS, Economics, 2010

**ACCENTURE, Shanghai, China**  
Consultant

2013 - 2016

Designed and launched China's first specialty drug policy for healthcare reform; analyzed customer needs and behaviors to optimize product design and pricing strategy; conducted access negotiation with five+ pharmaceutical companies for ~10% price cut on average.

Successfully launched China's first comprehensive health management app for top health insurer; acquired over 3m active users in seven months.

Analyzed medical provider and patient demographic trends to develop go-to-market strategy for leading Chinese insurer; developed comprehensive insurance program to provide service to all customer segments (~100m population).

**MERCER, Health and Benefits, Beijing, China**  
Consultant (2011 - 2013)

Analyst (2010 - 2011)

Redesigned healthcare benefits strategies and programs for various Fortune 500 companies.

Assessed the launch readiness of US based vision care insurer entering China market.

Launched new service offerings, including due diligence on claims (yielding 10% in cost savings for executive clients) and new insurance policies (generating 20+ clients and 100% revenue growth).



**KEITH TABIN**

ktabin18@gsb.columbia.edu

Strategy and Entrepreneurship

**Colgate University**  
Hamilton, New York

BA, History, 2010

**PRIVIA HEALTH, Arlington, VA**  
Director of Sales (2015 - 2016)

Associate Director of Sales (2014 - 2015)

Constructed market segmentation strategy and launched market-entry for Privia Medical Group's expansion in competitive Baltimore healthcare market.

Led 75+ sales meetings with physician executives, recruiting 52 new providers across 18 months (175% of goal), and engaging them in population health strategies.

**THE ADVISORY BOARD COMPANY, Washington, DC**

Director of Sales and New Product Development (2013 - 2014)

Director of Sales (2011 - 2013)

Associate Director of Sales (2010 - 2011)

Spearheaded creation and execution of sales product launch strategy for business intelligence technology still sold today.

Chaired weekly launch progress meetings with Advisory Board executives, new product development, and account management teams; presented progress in market and originated plans to innovate.

Significantly grew breadth and depth of consulting engagements, resulting in \$4m in new firm revenue; far exceeded 100% of goal.

Achieved highest Q2 revenue number on record for research/consulting product lines, helping secure promotion from Associate Director to Director after only nine months (average two years).



## JEFFERSON TAYLOR

jtaylor18@gsb.columbia.edu

Strategy and Marketing

### Cornell University

Ithaca, New York

BS, Industrial & Labor Relations, 2012

### DELOITTE CONSULTING,

New York, New York

Senior Consultant (2015 - 2016)

Consultant (2014 - 2015)

Analyst (2012 - 2014)

Pioneered landscape-changing customer experience, segmentation, and acquisition strategy for top US oncology organization.

Managed team of four consultants to define a strategy, organizational structure, incentives, and processes for movement from a holding to operating company across all care modalities.

Created new strategy for clinical research growth and capability prioritization for pediatric hospital.

Facilitated visioning session to define future of nursing care.

Designed post-merger organizational integration plan for two Midwest health systems, highlighted by creation of a combined Care Management/Quality function to generate \$20M in annualized savings.



## ANGELA WANG

awang18@gsb.columbia.edu

Finance and Corporate Development

### University of Virginia

Charlottesville, Virginia

BS, Finance and Accounting, 2011

### MORGAN STANLEY, New York, NY

Global Corporate Control & Planning

Manager (2016)

Global Corporate Control & Planning

Associate (2013 - 2016)

Led due diligence reviews for senior management to ensure accuracy and reasonableness of financial statements, highlighting significant business activities and policy changes.

Collaborated with over 200 legal entity controllers and data providers across global regions; leveraged knowledge of reporting guidance and accounting policy teams to provide training and guidance on proper treatment for complex financial instruments.

Designed and implemented the migration to a new reporting platform across global regions, highly improving the functionality and efficiency in the reporting process.

### ERNST & YOUNG LLP, Mclean, VA

Assurance Senior Associate (2013)

Assurance Staff Associate (2011 - 2013)

Assurance Intern (2010)

Performed financial statement audit procedures for a high profile client in the hospitality industry, previously the largest global real estate portfolio company of a private equity firm.

Led procedures related to the client's IPO and debt restructuring transactions; collaborated closely with underwriters and legal counsel to review financial data included in the client's filing to the SEC.



## MALLORY WEST

mwest18@gsb.columbia.edu

Marketing and Strategy

### Davidson College

Davidson, North Carolina

BS, Biology, 2010

### THE KINETIX GROUP, New York, NY

Senior Manager (2015 - 2016)

Manager (2014 - 2015)

Senior Associate (2013 - 2014)

Managed team developing a new consulting business for a global life sciences company; evaluated market opportunity and competitive landscape, outlined compliant business structure, executed pilots, and analyzed data.

Designed patient engagement program and drafted strategic messaging to increase product penetration and capitalize on market share for a life sciences company.

Defined strategy and design of B2B platforms for life sciences companies to generate differential access and increase sales for their customers.

### THE BROOKINGS INSTITUTION,

Washington, DC

Research Assistant

2012 - 2013

Researched payment reform, co-authored white papers, and managed strategic relationships with 200+ payers, providers, and industry experts to facilitate adoption of new payment and delivery models.

### MEMORIAL SLOAN KETTERING CANCER

CENTER, New York, NY

Research Technician

2010 - 2012

Tested novel therapeutic strategies and analyzed data to treat complications of hematopoietic stem cell transplants.

Co-authored journal articles on graft-versus-host disease and immune reconstitution after radiation or chemotherapy.



## ELLEN YANG

eyang18@gsb.columbia.edu

Private Equity and Venture Capital

**NYU Stern School of Business**

New York, New York

BS, Finance and International Business,  
2012

**DELOITTE CONSULTING, New York, NY**

Consultant (2014 - 2016)

Business Analyst (2012 - 2014)

Performed merger synergy analysis for two national urgent care clinic networks and identified over \$20m of cost saving opportunities through the selection of 64 clinics for consolidation and restructuring.

Led multidisciplinary teams in identifying and implementing post-merger performance improvement initiatives for seven-hospital system, yielding \$15m in annual cost savings for emergency and operating rooms.

Directed 40-member physician leadership team in assessing integration priorities for five-hospital merger in large US metropolis.

Project managed cross-functional hospital teams to plan and execute community hospital divestiture and restructuring.

Developed product positioning and market entry strategy for new surgical equipment through conducting focus group interviews and market research studies.



## ZACH THORSON

zthorson18@gsb.columbia.edu

Finance and Consulting

**University of St. Thomas**

St. Paul, Minnesota

BS, Mechanical Engineering  
2012

**ZS ASSOCIATES, San Diego, CA**

Associate Consultant

2013 - 2016

Developed therapeutic area expansion strategy to bolster mid-term, inorganic growth; identified target diseases based on commercial value, development risk, strategic fit, and asset availability; prioritized available compounds for further diligence based on Key Opinion Leader feedback and potential to meet commercial unmet need.

Worked with Vice President of Marketing and Sales of a high growth business unit; functioned as Vice President's chief of staff with tasks focused on: strategic planning, forecasting and financial valuation, tactical planning and ROI measurement, and field force deployment.

Created 15-year revenue model to estimate market potential of a new retina drug with peak annual sales of \$3b.

**3M, Columbia, MO**

Optimized Operations Engineer

2012 - 2013

Spearheaded development, qualification and implementation of procedures for insourcing of a pharmaceutical product assembly line with a cost savings of \$4.7m over five years.

Reduced tape manufacturing line change over time by 53% by directing project team of eight that utilized 5S and Value Stream Mapping.

Learned and mastered six sigma methodologies through 3M's Optimized Operations program.









Healthcare and Pharmaceutical Management Program  
[www.8.gsb.columbia.edu/healthcare](http://www.8.gsb.columbia.edu/healthcare)

Healthcare Industry Association (HCIA)  
[columbiahcia.com](http://columbiahcia.com)