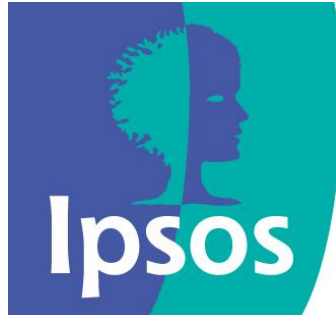


# Ipsos Healthcare Forecasts Stronger Insights for Pharma Companies

**Chris Schneider Takes on Senior Level Strategy Role at Ipsos Healthcare**

**Public Release Date: Thursday, August 15, 2013, 6:00 AM EST**



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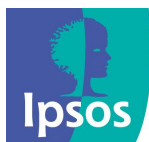
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# **Ipsos Healthcare Forecasts Stronger Insights for Pharma Companies**

## **Chris Schneider Takes on Senior Level Strategy Role at Ipsos Healthcare**

**New York, NY** – Senior research expert Chris Schneider has joined Ipsos Healthcare as Senior Vice President, Commercial Strategy and Forecasting.

“With a background in both research firms and pharmaceutical companies, Chris brings a wealth of expertise to our team, with a holistic view of what our clients need and what we can help them achieve,” says Elys Roberts, President of Ipsos Healthcare, North America. “In his role at Ipsos Healthcare, Chris will help our clients identify new opportunities, assess the value of new assets, define their strategies, and plan for the future. And he will be supported by one of the largest and fastest growing teams in our industry. I’m pleased to welcome Chris to our team.”

Chris Schneider brings more than 12 years of broad BioPharma experience from a variety of commercial strategy and analytical roles on both the client and agency sides of the business.

In his most recent role prior to joining Ipsos, Schneider led diverse teams of qualitative and quantitative market researchers at another healthcare market research agency and before that, spent 10 years on the client-side of the industry at Roche and Pfizer in roles within strategic pricing and customer development, business development/licensing, and finance.

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- 1 -

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“Given the rapid evolution of the BioPharma environment in which our clients operate, true business insight is more important than ever,” says Schneider. “I’m delighted to be part of the Ipsos Healthcare team, helping our clients make better commercial decisions by harnessing the strength of Ipsos’ world-class research and syndicated data and providing a clear view of our clients’ customers, their market dynamics and how to bring clarity and optimize brand performance in this complex multi-stakeholder environment.”

Chris Schneider’s market research and commercial strategy experience spans multiple therapy areas including oncology, hematology, supportive care, immunology, virology, and central nervous system disorders. Schneider holds a BS from the U.S. Naval Academy and an MBA from the University of Chicago Graduate School of Business.

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