

Elizabeth Attias, M.M.Sc., Sc.D.

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Professional Experience

- President and CEO** **September 2000 – Present**
Atom Strategic Consulting, Morristown, NJ
- Founded and created an independent consulting business, business development oversight, organizational structure, finances, customer relations, and marketing outreach
 - 20-year track record of success within the strategic consulting aspect of the pharmaceutical industry
 - Provides strategic commercialization and business development planning and consultation throughout all phases of a product's lifecycle
 - Evaluate therapeutic landscapes, market assessments, market entry optimization, and market value optimization
 - Broad range of therapeutic expertise includes: biopharmaceuticals, cardiovascular, central nervous system, diabetes and endocrine, gastroenterology, osteoporosis, reproductive endocrine, urology, women's healthcare
- Chief Strategy and Development Officer** **December 2014 – Present**
Sermonix Pharmaceuticals, Columbus, OH
- Primary Business Development Liaison
 - Strategic Planning and Coordination
 - Pre-commercialization Strategy Development, Coordination, Execution and Oversight
 - Patient Engagement and Advocacy Strategy Development and Execution
 - Management and Oversight
- Category Director, Female Endocrine Products** **August 1998 – September 2000**
Women's Healthcare Division, Parke-Davis Pharmaceuticals, Morris Plains, NJ
- Hired and managed female endocrine marketing team
 - Responsible for the development, pre-launch, and launch of oral hormone replacement therapy product (femhrt)
 - Responsible for coordination and oversight of all aspects of femhrt product launch, and post launch marketing team brand management
 - Coordinated and directed market development for products in the reproductive metabolic endocrine and osteoporosis markets
 - Primary liaison between research and development and commercialization team for female endocrine brands
 - Coordination of life cycle planning; product planning; and strategic planning for current and potential female endocrine product
 - Worked in concert with research and development to establish scientific partnerships with third party entities to supply technology platforms for product development
- Director, New Business Development** **April 1997 – August 1998**
Parke-Davis Pharmaceuticals, Morris Plains, NJ
- Evaluated market opportunities and planned for potential acquisitions of new products in women's healthcare
 - Market development and strategic planning for Parke-Davis Women's Healthcare product portfolio
 - Coordination of strategic planning for women's healthcare products with licensing and regulation, research and development, and marketing teams throughout the organization
- Associate Director, Medical Scientific Affairs** **May 1995 – April 1997**
Parke-Davis Pharmaceuticals, Atlanta, GA
- Created the Southeast Customer Business Unit Medical Liaison division through the hiring, training, and management of fourteen medical liaisons (therapeutic areas focused on CV, Metabolic, and CNS)
 - Allocated medical research budget within the Southeast
 - Developed medical strategies which augmented the marketing initiatives of the business unit
 - Initiated Data Coordinating Center at Bowman Gray School of Medicine
 - Planned and implemented large phase IV studies

- Interfaced between research and development, corporate marketing, managed health care, academic thought leaders, and regional business unit
- Conceptualized and developed the Women and Heart Disease and Women and Epilepsy Initiatives with Southeast CBU
- Prelaunch medical opinion leader development for Lipitor, ReZulin, and Neurontin. Medical Launch of Lipitor and ReZulin

Long Term Care Territory Manager

January 1995 – May 1995

Parke-Davis Pharmaceuticals, Baltimore, MD

- Coordinated medical education programs for consultant pharmacists in the long term care setting

Territory Business Manager

March 1992 – January 1995

Parke-Davis Pharmaceuticals, Baltimore, MD

- Expanded market penetration sales of cardiovascular and central nervous system products
- Developed a sales plan, allocated resources, and evaluated ROI for the business district
- Ranked number one in the Baltimore region for sales of Nicotrol in 1993
- Ranked in top 10% of Baltimore district

Education

Doctor of Science (Sc.D.)

1992

The Johns Hopkins University, Department of Maternal and Child Health, School of Hygiene and Public Health
Baltimore, MD

United States Public Health Service Training Grant Awardee (1987-1992)

Doctoral Dissertation: “*Exercise During Pregnancy and Recovery of Functional Ability in the Postpartum.*”

Master of Medical Science (M.M.Sc.)

1987

Emory University, Department of Nutrition, Atlanta, GA

Master’s Thesis: “*Studies on the Stability and Percent Entrapment of Glucose and Amino Acids in Liposomes.*”

Bachelor of Science (B.S.) in Biology

1984

St. Mary’s College of Maryland, St. Mary’s City, MD

Additional Coursework

The Program on Negotiation

2004

Harvard School of Law and MIT School of Business, Boston, MA

Advanced Marketing Strategy

2000

Dartmouth College, Amos Tuck School of Business, Hanover, NH

Negotiating Skills

1999

Morris Plains, NJ

Marketing to Women Congress

1998

New York City, NY

Emerging Investment Opportunities in Women’s Health Symposium

1997

Philadelphia, PA

Health Care Communications Marketing and Executive Program

1996

Dartmouth College, Amos Tuck School of Business, Hanover, NH

Power Speak Presentation Course

1996

New York, NY

MBA Program Matriculate

1994

“Presentation Skills”

Essex Community College, Baltimore, MD

Professional Associations

Healthcare Business Women’s Association
Women in Endocrine
North American Menopause Society
American Public Health Association
Duke University Women’s Health Advisory Board
American Society of Hypertension
American Association of University Women
Perinatal Health and Fitness Network

Peer-Reviewed Publications

- [1] Munoz, F. M., Attias, E., Czinn, S. J., Black, J. and the Persistent Diarrhea Working Group (2015). “Pediatrician and Caregiver Awareness of Cryptosporidiosis and Giardiasis in Children: US Survey Responses.” *Zoonoses Public Health*. doi:10.1111/zph.12246.
- [2] Attias, E., Czinn, S.J., Munoz, F.M., Sockolow, R.E., Black, J. “Current Caregiver Awareness of Pediatric Giardiasis and Cryptosporidiosis.” *Pediat Therapeut*. 2015, 5: 264. doi:10.4172/2161-0665.1000264.
- [3] Attias, E., Czinn, S.J., Harro, C., Munoz, F.M., Sockolow, R.E., and Black, J. “Emerging Issues in Managing Pediatric Parasitic Infections: An Assessment of Clinical and Epidemiological Knowledge of Giardiasis and Cryptosporidiosis.” *Pediat Therapeut*. 2015, 5: 254.
- [4] Attias, E., Bartelt, L.A., Black, J. “Epidemiology of Cryptosporidiosis and Giardiasis: What Pediatricians Need to Know.” *Curr Trop Med Rep*. 2016, 3:108–114. doi: 10.1007/s40475-016-0081-3.
- [5] Golfarb, S, Goetz, M, Plourde, P, Attias E, Portman, D. “A Preliminary Assessment of Knowledge, Attitudes, and Awareness Surrounding Precision Medicine, ESR1 Mutations, and Biomarker Testing Amongst Medical Oncologists.”
- [6] Larkin L, Portman D, Attias E. “Oncologists’ Perception of Sexual Intimacy Issues in Metastatic Breast Cancer: An Opportunity to Address Patients’ Concerns and Improve Quality of Life”