

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

Professional Experience

President and CEO, ATOM Strategic Consulting (September 2000 – Present)
Randolph, New Jersey

Category Director, Female Endocrine Products (August 1998 – September 2000)

Women's Healthcare Division

Parke-Davis Pharmaceuticals

Morris Plains, New Jersey

- 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 metabolic endocrine and osteoporosis markets. (PCOS and oral calcitonin)
- 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 products

Director, New Business Development (April 1997 – August 1998)

Women's Healthcare Division

Parke-Davis Pharmaceuticals

Morris Plains, New Jersey

- Evaluated market opportunities and planned for potential acquisitions of new products in the women's healthcare arena
- 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 and Scientific Affairs (May 1995- April 1997)

Parke-Davis Pharmaceuticals

Atlanta, Georgia

- 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 the 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, Maryland

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

Territory Business Manager (March 1992-January 1995)

Parke-Davis Pharmaceuticals
Baltimore, Maryland

- 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 School of Hygiene and Public Health
Department of Maternal and Child Health
Baltimore, Maryland

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, Georgia

Master's Thesis: "Studies on the Stability and Percent Entrapment of Glucose and Amino Acids in Liposomes."

Bachelor of Science (B.S.)

1984, St. Mary's College of Maryland
St. Mary's City, Maryland
Major: Biology
Women Lacrosse Team

Honors and Awards

- Healthcare Business Women's Association "Rising Star Award", April 2000
- Who's Who Among American Women 1996, 1997, 1998, 1999
- Medical Liaison Leadership Award 1996

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

Additional Coursework

The Program on Negotiation

Harvard School of Law and MIT School of Business
Boston, Massachusetts
Spring 2004

Advanced Marketing Strategy
Dartmouth College
Amos Tuck School of Business
June 2000

Negotiating Skills, Morris Plains, New Jersey, 1999

Marketing to Women Congress, New York City, 1998

Emerging Investment Opportunities in Women's Health Symposium, Philadelphia, 1997

Health Care Communications Marketing and Executive Program
Dartmouth College
Amos Tuck School of Business
August 1996

Power Speak Presentation Course
New York, 1996

Loyola College- Sellinger School of Business
Baltimore, Maryland
Matriculated into MBA program, Fall 1994

"Presentation Skills"
Essex Community College
Baltimore, Maryland
September 1993