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Contact: Jane Jorgensen

Phone: 215-470-8005

Email: jane.jorgensen@think-gen.com

ThinkGen Announces a New President to Lead the Company

Philadelphia, PA, (January) 2020—ThinkGen, a leading global pharmaceutical market research and consultancy firm, announced Bart Weiner to take over as the new President. The previous President, Noah Pines, will be overseeing the company as CEO.

Upon joining the company, Bart said, “I am excited to be joining ThinkGen to help guide the next phase of company growth. I’m thrilled to be working again with many of my former colleagues and an outstanding group of new associates as we continue to deliver excellence and innovation to our clients. We will build ThinkGen as the destination shop for clients and healthcare research consultants.”

Bart has over 35 years of marketing research experience as a consultant, senior executive and leader. He has advised pharmaceutical and biotechnology companies for over 30 years. He helped to build and sell two private healthcare marketing research-consulting firms to publically traded marketing information companies.

Bart will be able to add to the already experienced research team at ThinkGen by bringing his extensive experience in almost every therapeutic category as well as in all areas of primary research: qualitative and quantitative, both domestically and internationally.

Richard B. Vanderveer, Ph.D., Chief Innovation Officer of ThinkGen, notes: “I am delighted to once again have Bart Weiner join Dan Fitzgerald and me in a management team. Last time around, the three of us built GfK US Healthcare into the largest and most respected primary pharmaceutical marketing research company in the world. This time, we are grafting our skills and experience onto the already highly regarded and rapidly growing ThinkGen organization, founded by Noah Pines. As was true the last time around, I will continue to provide the spark for such innovative offerings as

ThinkGen's Habit EngineeringSM. Dan will continue to run ThinkGen Operations, while Bart is joining us to provide day-to-day guidance and long-term development for our growing staff of research professionals. A decade ago when Bart joined Dan and I at V2, his managerial expertise and client-centric philosophy grew the business so rapidly that within two years after his joining us, we were acquired by GfK. Thereafter, the three of us were assigned to run the entire GfK healthcare business in the US, assembled through acquiring other companies. I am sure that given our experience of having done this once already, Bart, Dan and I will once again be able to turbocharge an already excellent company into rapid growth and recognized industry leadership."

Based in Philadelphia, PA, ThinkGen is a full-service market research and consultancy firm providing actionable insights to help its clients advance their businesses. ThinkGen is proud to be on the corporate council of NORD, the National Organization for Rare Disorders, and is a corporate partner of the Healthcare Businesswomen's Association (HBA).

If you would like more information about this topic, please call Jane Jorgensen at 215-470-8005, or email, jane.jorgensen@think-gen.com.