

FOR IMMEDIATE RELEASE

Contact: Jane Jorgensen

Phone: 215-470-8005

Email: jane.jorgensen@think-gen.com

**ThinkGen Welcomes New Research Leaders
to Deepen Company Capabilities**

Philadelphia, PA, July 2020—ThinkGen, a leading global pharmaceutical marketing research consultancy firm, announced that it has hired industry leader Will Leopold as Senior Vice President to head up one of their business units. Seasoned researcher Meredith Gilfeather has also been hired as Vice President to support the unit.

Will brings to ThinkGen his extensive experience as a marketing researcher and insight leader in the life sciences space. He is well-versed in both qualitative and quantitative research, most recently serving as VP of Client Engagement, Head of Life Sciences at a consulting and research firm serving a number of top Fortune 500 companies.

Will holds a B.S.B.A. from the University of Central Florida and serves on the advisory board for the Seton Hall University Market Research Center. He is the recipient of the PMRC Award of the Year (2018) as well as the PMRG Excellence in Health Literacy Award (2017)

Meredith joins ThinkGen with impressive credentials and extensive client experience. Her career in pharmaceutical marketing research spans more than 20 years and encompasses a wide range of therapeutic areas and methodologies, including quantitative, qualitative, and hybrid approaches.

Prior to joining ThinkGen, Meredith worked with top professional services companies, as well as heading her own consulting business. She holds a B.A. in Sociology from Bates College.

Noah Pines, CEO of ThinkGen, shared: “I am thrilled to welcome Will and Meredith to the ThinkGen team. Their experience, passion, and demonstrated commitment to innovation add to the already high-caliber staff we have in place at ThinkGen. I’m excited to introduce Will and Meredith to our current clients and look forward to working with them to build new relationships as well.”

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). For more information, contact Jane Jorgensen at 215- 470-8005, or jane.jorgensen@think-gen.com.