



ThinkGen Announces New Senior Vice President Muhammad Asim

Industry Leader Selected to Support Growth and Head New Business Unit

Philadelphia, PA, December 17, 2020—ThinkGen, a leading global pharmaceutical marketing research consultancy firm, announced today that it has hired industry leader Muhammad Asim to serve as senior vice president to lead a new business unit.

Based in Chicago, Muhammad brings to ThinkGen an impressive background in account management, strategic planning, and business development. He has extensive experience in building and leading research teams, managing complex projects, and identifying areas of client opportunity. This experience makes Muhammad the leader needed to launch and manage a new business unit for the organization.

Most recently, Muhammad was a senior vice president at Purohit Navigation where he led company's research and customer insights division. Prior to that, Muhammad served in leadership positions with several other market research firms including Shapiro+Raj, Purdie Pascoe, and Ipsos.

“We are thrilled to welcome Muhammad to the ThinkGen team,” says CEO and Founder Noah Pines. “His depth of experience and proven leadership skills will help to support the company’s ambitious growth initiatives.”

Muhammad holds a B.S. in Human and Organizational Development from Vanderbilt University. He also attended the London School of Economics.

ABOUT THINKGEN

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).

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