



ThinkGen Announces Brian Hull is Joining the Executive Leadership Team as Chief Operating Officer

Industry Leader Selected to Support Continued Rapid Growth

Philadelphia, PA, April 5, 2021—ThinkGen, a global pharmaceutical marketing research consultancy, announced today that it has hired Brian Hull to serve as Chief Operating Officer to continue to bolster ThinkGen’s strong growth trajectory.

With 28 years of healthcare marketing research experience, Brian brings a wealth of managerial expertise, entrepreneurial skill, and research acumen. He has the perfect combination of leadership, research knowledge, and operations experience to help take ThinkGen forward.

Most recently Brian was General Manager of the Competitive Intelligence business at Two Labs where he led a rapid and successful turnaround of a struggling division. Employee engagement and business performance dramatically improved and far exceeded expectations.

Prior to that, Brian founded and ran Experient Research Group, a custom healthcare marketing research consultancy serving pharmaceutical and biotech clients. He also previously served as Chief Consulting Officer of GfK Healthcare and President of GfK Strategic Marketing. Brian has an extensive background leading teams of market researchers tackling complex business challenges.

“I’ve known Brian for over two decades and always had the utmost respect for his unique blend of leadership, research experience, and technical expertise,” says CEO and Founder Noah Pines. *“Brian is a ‘lead from the front’ type of person who will significantly add to our already formidable team.”*

Brian completed his undergraduate work at Binghamton University and received his M.B.A. from Indiana University.

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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