



## **ThinkGen Welcomes New Vice President Andrea Bonifacio-Gianzana**

*Pharmaceutical Sales and Marketing Leader Selected to Support Growth Initiatives and Bolster Client-Centric Focus*

**Philadelphia, PA, February 2, 2021**—ThinkGen, a leading global pharmaceutical marketing research consultancy, announced today that it has hired pharmaceutical sales and marketing leader Andrea Bonifacio-Gianzana to serve as vice president.

Based in New York City, Andrea brings over 20 years of experience in pharmaceutical sales and marketing including stints at Merck, Shionogi, and BMS. He has held a variety of positions in the US, Europe, and Latin America. He has become an expert in understanding the needs of marketing and sales departments, as well listening to the ‘voice’ of the physician and patient.

Andrea began his career marketing primary care brands for asthma, bone disease, and diabetes. For the past decade, his responsibilities included hospital brands and acute care products. He launched three new antibiotics, was responsible for a large portfolio of hospital products, and worked closely with HIV societies.

“We are excited to welcome Andrea to ThinkGen to help elevate our research design, consultation, and thought partnership with our clients,” says CEO and Founder Noah Pines. “His significant client-side marketing experience, both domestic and global, will enhance our client-centric approach. Andrea’s experience will support ThinkGen’s ambitious growth initiatives, particularly global growth in Europe and Latin America.”

Andrea has a MA from the University of Vienna and a Master’s Degree from the Medical University of Vienna. He is fluent in five languages.

### **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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