

Campbell Alliance – Company Backgrounder

Campbell Alliance was founded in 1997 on the basis of an inspired idea—that consultants should know the industry they support inside and out. The firm specializes exclusively in the pharmaceutical and biotech industry. As a result, Campbell Alliance has a deep understanding of client operations at the functional level. The firm’s clients consider Campbell Alliance a true strategic partner in their success, and the firm has earned their trust.

Specialized in Pharmaceutical and Biotech Consulting

Campbell Alliance’s services cover a comprehensive range of industry needs, some of which are more general in nature, while others are highly specialized. Broadly speaking, the firm’s services can be grouped as follows:

- Strategy Development – Commercial and R&D-related strategies at the corporate, division, team, or product level
- Operations Improvement – Plans, tools, and processes to improve the efficiency of clients’ internal operations
- Implementation Support – Implementation of strategies and recommendations developed during consulting engagements

Campbell Alliance is organized into practice areas, each specializing in a critical industry function:

- Brand Management
- Business Development
- Clinical Development
- Managed Markets
- Sales

The firm’s practice teams do not take a “silo” approach to multifunctional challenges. When necessary, they work together to address the ripple effect of changes in one area on other functions, developing an integrated action plan that produces the desired net result.

Experienced Consultants

Campbell Alliance’s dedication to the pharmaceutical and biotech industry, and depth of functional expertise allows its team to “hit the ground running” on complex projects, delivering a level of value the less specialized firms cannot match. Every one of the consultants at Campbell Alliance is an expert who has spent years working in the industry and/or providing consulting services to industry clients.

Satisfied Clients

The firm's commitment to delivering positive results has won laudatory client testimonials and loyal customers. More than 90% of its business comes from satisfied repeat clients, and it consistently earns excellent scores on client satisfaction surveys.

About Campbell Alliance

Campbell Alliance is the leading management consulting firm specializing in the pharmaceutical and biotechnology industries. The firm's clients include most of the world's "top 20" pharmaceutical companies, as well as numerous emerging and midsize firms. Campbell Alliance is organized into practice areas, each specializing in a critical industry function, including Brand Management, Business Development, Clinical Development, Managed Markets, and Sales. From its locations in Raleigh, N.C., Parsippany, N.J., Woodland Hills, Calif., South San Francisco., Chicago, and New York City, the firm serves clients throughout North America, Europe, and Japan.

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