

# Campbell Alliance – Company Fact Sheet

## About Campbell Alliance

Founded in 1997, Campbell Alliance ([www.campbellalliance.com](http://www.campbellalliance.com)) is the leading management consulting firm specializing in the pharmaceutical and biotechnology industry. 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.

## Practice Areas

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

- Brand Management – helps companies plan for and improve the commercial performance of their brands during all stages of the product life cycle—from pre-launch development through maturity
- Business Development – helps companies who need assistance developing business development strategies, identifying partners, prioritizing targets, evaluating opportunities, and negotiating deals
- Clinical Development – assists companies correct or improve processes that are most likely to cause delays or budget overruns in clinical development
- Managed Markets – helps companies stay informed about changing reimbursement conditions such as Medicare reform, government policy changes, increasing payer cost constraints, and new benefit and formulary management models as well as understand their implications and more effectively deal with third-party payers
- Sales – helps companies take a “total” approach to sales force optimization—and realize superior sales results including sales strategy, analytics, effectiveness, training, and assessment

## Management Team

### John J. Campbell, Chief Executive Officer

Using his extensive experience in the pharmaceutical, contract research, and information technology segments of the healthcare industry, John J. Campbell founded Campbell Alliance in 1997. Today, the company is the premier provider of management consulting services to the pharmaceutical and biotech industry.

Before founding Campbell Alliance, Mr. Campbell was an executive with Lawrence Investing Company, a New York-based investment firm; he co-founded HealthMatics, a medical software company, and he was Director of Business Development for the pharmaceutical giant GlaxoWellcome.

Mr. Campbell earned an MBA from the College of William & Mary in Virginia and received his BBA, *summa cum laude*, from Pace University in New York.

### **Ann L. Campbell, President**

Before joining Campbell Alliance, Ann Campbell was a vice president with Bricker & Associates, an operational improvement consulting firm and wholly owned subsidiary of Keane, Inc. She also held management, technical, marketing, and sales positions for a major hardware and software vendor.

Ms. Campbell graduated with distinction from Northwestern University Kellogg Graduate School of Management, earning a Master of Management degree, with concentrations in Marketing and Organizational Behavior. She has a Bachelor's degree in Mathematical Sciences, with a concentration in Computer Science from the University of North Carolina at Chapel Hill.

## **Clients**

The firm's clients include most of the world's "top 20" pharmaceutical companies and numerous emerging and midsize firms, including Abbott Laboratories, Ajinomoto, Altana, Amgen, AstraZeneca, AtheroGenics, Bayer, Bayer Biologics, Becton-Dickinson, Berlex Pharmaceuticals, Bioglan Pharmaceuticals, BioStratum, Boehringer Ingelheim, Bristol-Myers Squibb, C.B. Fleet, Caremark, Celltech, Centocor, Cerner, Chimerix, Chiron, Chugai Pharmaceutical, CollaGenex Pharmaceuticals, ConvaTec, Cornerstone BioPharma, Daiichi Asubio Pharmaceuticals, Dyax, Ebewe Pharma, Eisai, Inc., Eli Lilly, EMD Pharmaceuticals, Fujisawa, Genentech, GlaxoSmithKline, Guilford Pharmaceuticals, Innovex, InterMune, Janssen Pharmaceutica, Jazz Pharmaceuticals, King Pharmaceuticals, LabCorp, Mallinckrodt Pharmaceuticals, MannKind Corporation, MedImmune, Merck, Merck/Schering-Plough, Meridian Medical Technologies, Misys, Molecular Insight Pharmaceuticals, Nabi Biopharmaceuticals, Novartis, Organon, Ortho-McNeil, Pfizer, Pozen, Praxair, Premier, Protein Design Labs, ProxyMed, Quintiles Transnational, Reliant Pharmaceuticals, Research Triangle Institute, Roche, Salmedix, Sankyo Pharma, Sanofi-Aventis, SAS Institute, SciClone Pharmaceuticals, Scios, Serono, Shire Pharmaceuticals, Takeda Pharmaceutical Company, TAP Pharmaceutical Products, UCB Pharma, Valeant, Xanodyne Pharmaceuticals, ZLB Behring

## **Contact Information**

James Forte  
Public & Media Relations Manager  
Campbell Alliance  
Office: 919-844-7100 x7195  
Fax: 919-844-7560  
Mobile: 919-961-4066  
[jforte@campbellalliance.com](mailto:jforte@campbellalliance.com)  
<http://www.campbellalliance.com>