

Jean-François Delas joins Kinapse as Vice President and head of the Marketing & Sales Excellence Practice

London, UK (September 14 2009)

Kinapse, a life science consulting and outsourcing company, is pleased to announce the appointment of Jean-François Delas as Vice President and head of the Marketing & Sales Excellence Practice.

Jean François joins Kinapse from IMS Health EMEA Consulting & Services where he was Senior Principal, part of the Commercial Effectiveness leadership team. “I am delighted to join a great team at Kinapse. The breadth and depth of expertise of Kinapse’s consultants and partners combined with an innovative and cost-effective delivery model is very well suited to helping our clients in the pharmaceutical and biotech industry on their most pressing issues and challenges,” said Jean François.

The Marketing and Sales Excellence Practice has been rapidly expanding, dealing with a range of issues facing life science organisations in marketing and sales strategy and operations.

The business consulting services focus on the key areas of portfolio, product and operating strategy. Portfolio and product strategy include portfolio and product evaluation, development of therapeutic/disease area strategy, market opportunity assessment, product launch strategy and planning, competitor analysis, strategy for marketed brands and divestment strategy. Operating strategy includes organisational and process design, resource management and performance management.

Outsourcing services features offerings in commercial data analytics and scientific communications. Commercial data analytics includes performance tracking and reporting, planning and forecasting, scenario modelling and resource effectiveness and optimisation. Scientific communications includes strategic publications planning, development of promotional materials and congress / symposium support. These are in addition to Kinapse’s existing Medical Writing and Medical Information services.

Shalabh Kumar, CEO and Andy Black, Global Head of Client Services, commented on Jean-François’s appointment “We are delighted that Jean-Francois has decided to join Kinapse and lead our Marketing and Sales Excellence practice. He has a solid track record of client service and thought leadership in this domain. With 15 years of experience of consulting with pharmaceutical companies in marketing and sales, he is well-placed to lead this growing part of our business. ”

Jean-François Delas Biography

Jean-François Delas will bring a wealth of experience to the Marketing & Sales Excellence Practice. After completing his MBA at London Business School he worked with ZS Associates, taking part in their expansion in Europe. He then joined

the Global Life Sciences practice of Gemini Consulting, initially in charge of developing services and thought leadership in Marketing & Sales. After a few years spent in the Strategy team, he was asked to join Capgemini UK leadership team tasked to re-structure and grow Life Sciences as a priority sector. More recently, he worked as Senior Principal for IMS Health Consulting & Services, part of the EMEA leadership team for the Commercial Effectiveness practice.

Jean-Francois' past clients include GlaxoSmithKline, Novartis, AstraZeneca, Sanofi-Aventis, Astellas, Lilly and Pfizer.

About Kinapse

“Collaborating with our clients to innovate for exceptional results”

Kinapse provides consulting and outsourcing services to life science organisations. Its clients include many of the world's leading pharmaceutical companies, leading biotechnology, speciality pharmaceutical and medical devices companies, government organisations and industry service providers.

Headquartered in the UK, Kinapse has offices in London, Philadelphia and Delhi with partners based in the Americas, Europe and Asia Pacific. Kinapse blends expertise from its multiple locations to deliver services for clients at highest quality and differentiated value. The novel features of its operating model include:

- Focus on life sciences
- Blended onshore-offshore teams, tailored to client requirements
- Industry-veteran Consulting Partners who bring deep experience and expertise in specific functional areas
- Exclusive Service Partners with distinctive, complementary services