



HRA Names G. Matthias Prinz as New Vice President for Research and Client Services

30 April 2012

Former Roche Strategy and Planning Executive Joins HRA's Senior Leadership Team

Parsippany, New Jersey (30 April 2012): HRA – Healthcare Research & Analytics, a full-service market research firm and leader in healthcare conference-based research, today announced the appointment of Vice President for Research and Client Services G. Matthias Prinz. In his role, Prinz will lead HRA's consultative custom research business and drive research strategy and client service initiatives across the organization.

With over 20 years of experience in the research-based bio-pharmaceutical industry, Prinz brings a breadth of experience from both the corporate-client side as well as the consulting side of the pharmaceutical sales and marketing business. His background includes hands-on experience in key strategic marketing roles such as forecasting, targeting, product management, new product planning, and health economic outcomes research. Most recently, Prinz served as Executive Director of Client Services for Market Certitude and Medical Data Analytics, a pioneer in global patient chart audit studies. In this role, he directed large scale, multi-country patient chart studies in specialized therapeutic areas such as oncology, immunology or rheumatology.

Prior to that, he served as Executive Director of Business Strategy and Planning and as Executive Director for Advanced Analytics for Hoffmann-La Roche, a \$16 billion research-focused healthcare company. In addition, he was a co-founder and CEO of Curtis and Prinz Inc., a boutique pharmaceutical market research firm.

Prinz holds law degree from the University of Freiburg in Germany a Master of Laws degree from Columbia University School of Law in New York. He will be based out of HRA's headquarters in Parsippany, New Jersey.

President and General Manager John Maglione commented on Prinz's appointment: "HRA is committed to continuing to produce the highest quality healthcare market research to our clients worldwide. Matt's deep experience in delivering research-driven insights to the pharmaceutical industry will be a tremendous asset, and I am delighted to welcome him to the HRA team."

"I am excited to be joining HRA at this stage of the company's growth and evolution," said Matt Prinz, Vice President for Research and Client Services. "I look forward to helping the business accelerate towards achievement of its strategic goals."

About HRA – Healthcare Research & Analytics

HRA – Healthcare Research & Analytics is a fresh blend of experienced healthcare market researchers employing a comprehensive process and analytical approach leading to better business



Healthcare Research & Analytics

decisions. HRA offers a unique spectrum of quantitative and qualitative, custom and syndicated market research services to support the business needs of the pharmaceutical, biotech, and medical device industries. For over 35 years, HRA has been the leader in the convention market research space.

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