



480 UNION SQUARE DRIVE
NEW HOPE, PA 18938
P 267-744-6400 F 267-744-6499
THINKRGA.COM

RG+A Appoints Healthcare Industry Entrepreneur and Strategist as New Business Development Lead

Seasoned consultant and sales leader Amit Vohra, Ph.D. joins RG+A to strengthen and broaden sales and consulting capabilities.

New Hope, PA (12 May 2015) – RG+A, a leading healthcare marketing research and consulting firm, has named Amit Vohra, Ph.D. as its new Vice President for Sales and Business Development. In this role, Dr. Vohra will spearhead RG+A's sales efforts among current biopharma clients while simultaneously leading the firm's increased focus on device and diagnostics clients.

Dr. Vohra brings to RG+A an entrepreneurial spirit and a dynamic career highlighted by consistent success in the start-up, growth and leadership of medical device, life sciences and technology companies. Prior to joining RG+A, Dr. Vohra was the co-founder and former CEO/President of Convergent Life Sciences, a medical device company developing and commercializing platform technologies for targeted treatment of prostate cancer. He is a Principal in Advanced Biopharma Consulting LLC, a boutique firm offering business development and global market penetration strategies in the life sciences domain, and serves as a strategic advisor to healthcare IT and social media companies. Dr. Vohra's experience also includes a tenure as Vice President of Strategy and Operations at Eigen, where he led the design and successful market launch of two class II medical devices in the urological oncology space, and as co-founder and President of Navya Biomedical Technologies, a biotechnology company that planned to commercialize novel proprietary technology for non-invasive imaging and destruction of solid tumors. Dr. Vohra holds eight pending or issued patents and has been lead author on successful 510(k) applications.

"Amit's entrepreneurial mindset, sales/business development background and arrays of skills and contacts bring tremendous energy and momentum to RG+A's sales efforts," said company President, CEO and Founder, Roger Green.

Dr. Vohra has a Ph.D. in Mechanical Engineering from the University of Florida and expects to receive an Executive MBA from, and is currently working on his Executive MBA at Duke University's Fuqua School of Business later this year. His academic work has been cited over 100 times in peer-reviewed journals.

“RG+A combines strong strategic thinking, exceptional researching and forecasting tools and tremendous intellectual energy. I look forward to sharing the firm’s ever-expanding capabilities with both historical clients and new friends,” said Dr. Vohra.

About RG+A

RG+A knows the importance of getting the right results quickly and cost-effectively. With nearly 25 years of proven experience applying unique and creative methods to solve complex problems, RG+A has earned a reputation as an innovator in primary research and consulting for the healthcare industry, advising pharmaceutical, biotechnology, and medical device companies on pricing, market valuation, and strategy formulation.

The RG+A Proven Process starts by focusing intently on our clients’ needs and questions, and ends by helping them drive commercial success. In getting there, we apply our industry-leading proprietary forecasting and simulation techniques – core methods that we integrate into research solutions targeted to meet our clients’ specific needs. We deliver results in compelling narratives that create context and tell stories, and through models and tools our clients can use to convert our results into action paths and forecasts.

For more information on RG+A, please visit us at www.thinkRGA.com or call 267-744-6400.

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Media Contacts for RG+A:

Kevin M. Kelly, 267-744-6410, [kkelly\(at\)thinkrga\(dot\)com](mailto:kkelly@thinkrga.com)

Colleen Cera, 267-744-6411, [ccera\(at\)thinkrga\(dot\)com](mailto:ccera@thinkrga.com)