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Gaining Momentum: Ellen Gordon Joins RG+A as Head of Research

Further enhancing its position as the foremost provider of strategic research solutions in healthcare, RG+A has appointed Ellen Gordon as Senior Vice President, Head of Research

New Hope, PA (08 November 2017) - RG+A, a leading healthcare marketing research and consulting firm, is pleased to announce that Dr. Ellen Gordon has joined the team as Senior Vice President and Head of Research. In this role, she will lead client service and work collaboratively with the research team to execute innovative insights and develop strategic programs across all of RG+A's client engagements.

"I am very excited to be a part of a team that innovates continuously and brings so much value to healthcare marketing research," said Gordon. "I look forward to helping clients (including former BASES-users) adopt Dynamic Practice Simulation® and DPS® Line of Therapy as the next stage in healthcare demand forecasting."

Dr. Gordon has over 20 years of experience in healthcare and pharmaceutical research. Her proven ability of combining her subject matter expertise with business understanding will allow RG+A to further enhance the quality of insights provided to the company's clients, and more importantly, continue to exceed client expectations. Prior to joining RG+A, Ellen has held senior positions at national and international market research firms where she gained an extensive background in designing and executing strategic custom research solutions globally. Most recently she served as Senior Vice President at Fulcrum Research Group.

"As our industry's adoption of RG+A's forecasting methods explodes, Ellen will play a vital role in helping clients derive maximum value from our methods while standardizing training and deliverables," said company President, CEO and Founder Roger Green. "Her expertise in developing research methods and tools will help even more over the next 2-3 years as we bring our next-generation forecasting products to market."

Ellen holds a B.A. in Politics from Brandeis University, an M.A. in Russian Studies from Georgetown University and a Ph.D. in Political Science from the University of Michigan.

About RG+A

For over 25 years, RG+A has been partnering with biotechnology, pharmaceutical, medical device, and diagnostics companies to provide high-value marketing research and consulting in support of key issues in product commercialization, including demand forecasting, pricing optimization, product valuation, positioning, and contracting strategy. Our experience applying unique and creative approaches to solve complex problems has earned RG+A a reputation as an industry innovator and trusted advisor when facing the industry's most challenging issues.

For more information on RG+A, please visit us at www.thinkRGA.com.

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