

## LOUPE STRATEGIC CONSULTING

**Davis Loupe**

**Pharma / Healthcare Consultant**

**Business Development, Strategic Intelligence, Strategic Planning, and Marketing Consultancy**

**[www.LoupeStrategic.com](http://www.LoupeStrategic.com)**

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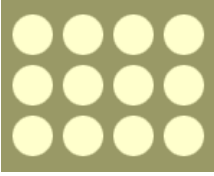
Davis has over 21 years of experience as a management consultant, strategic business analyst and marketer. He holds an M.B.A., B.A. in Marketing, and has a certification in Knowledge Management. Davis is a member of the Society of Competitive Intelligence Professionals (SCIP) and the Licensing Executives Society (LES). He's the founder of Loupe Strategic Consulting, a healthcare business development, competitive intelligence and strategic planning consultancy ([www.LoupeStrategic.com](http://www.LoupeStrategic.com)).

**Pharma Industry Background:**

Davis has over 12 years of Competitive Intelligence and Strategic Planning experience in the Pharmaceutical Industry and has worked for the past 5 years as an independent Business Development and Licensing broker/consultant. Davis currently works with over 10 companies as a pharmaceutical business development and licensing consultant.

Davis has worked as the Manager of Competitive Intelligence for Oread, a Pharmaceutical Preclinical Contract Research Organization. Davis has provided consulting services since 1999 for Jim Miller of Pharmsource Inc., the publisher of the "*Biopharmaceutical Outsourcing Report*" one of the oldest CRO industry newsletters. Davis has completed strategic research projects for MDS Pharma and Xenotech via his work with Rhycom Strategic Advertising. Davis has provided management consulting and competitive intelligence services for airPharma, a respiratory medicine company.

In addition to his experience in the Pharmaceutical Industry Davis also has experience in the legal, financial services, engineering and information technology industries and has worked for the U.S. District Court – KC, DST-Output, Jacobs Engineering and the Triple-i Corporation.



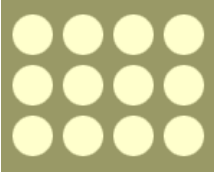
## LOUPE STRATEGIC CONSULTING

### Pharma / Healthcare Project Experience

- International Licensing and Business Development
- Company/Product Acquisition Assessment and Valuation
- Product Assessment Analysis and Valuation
- Size of Market Study
- Competitor Profiling
- Management and Design of New Product Launches
- Prospect and Customer Profiling
- Strategic Plan Development
- Marketing Plan Development
- Competitive Differentiation Analysis and Strategy Development
- International Market Analysis
- Client Survey Process
- Medicaid Reimbursement Strategy
- Retail Pharmacy Distribution Strategy

### Products and Technology Experience (partial listing)

- Respiratory Care / Asthma Treatments
- Women's Health
- Antibiotics
- Oncology
- Woundcare
- OTC Pharmaceuticals
- Monoclonal Antibodies
- Artificial Skin Substitutes
- Gastrointestinal Products
- Cystic Fibrosis Treatments
- Pediatric Products
- Drug Addiction Treatment - Methadone
- Auto Injector Devices
- Dental Products
- Thin Film Delivery
- Rosacea / Acne Treatments
- Contract Pharmaceutical Toxicology Testing
- Biomarkers
- Contract Tablet Manufacturing and Testing
- Competitor Benchmarking and Pricing Study
- Evaluation of Japan as a market for Clinical Study Service Expansion
- Contract Bioanalytical Testing



## LOUPE STRATEGIC CONSULTING

### June - 2011 PARTIAL LIST CURRENT PHARMA BUS. DEV. PROJECTS

#### **Sell Side - Divestment Opportunities - Representing the Seller**

- **Assisting a European company divest their U.S. commercial division.**
  - **Assisting a U.S. contract pharmaceutical manufacturing and services company sell its U.S. / Chinese operations.**
  - **Assisting a UK company divest a portfolio of improved generic injectable products.**
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#### **Buy Side - Product Search Agreements - Representing the Buyer**

- **Assisting a privately held European company to locate in-licensing opportunities in CNS, oncology, hematology and women's health.**
- **Assisting a European company identify and acquire women's health products in Europe and the U.S.**
- **Assisting a European company identify and acquire CNS and women's health products in the U.S. and Europe**
- **Assisting a European company identify and acquire pharma products for distribution in South America and Southeast Asia**
- **Assisting a U.S. company identify and acquire respiratory products**
- **Assisting a Canadian company in-license pediatric products**
- **Assisting two Canadian companies in-license specialty hospital products.**
- **Assisting a U.S. specialty company locate and acquire pain products.**
- **Assisting a U.S. company locate international urology and G.I. opportunities.**