

EDUCATION

Ph.D., Psychology (focused in clinical research methods and analytics), The American University, Washington, DC

M.A., Psychology, The American University, Washington, DC

B.S., Psychology, National Cheng-Chi University, Taipei, Taiwan

ACADEMIC EXPERIENCE

ST. JOSEPH'S UNIVERSITY, Philadelphia, PA (2005- present)

Visiting & Adjunct Professor, Executive MBA, Pharmaceutical Marketing Program

Teaching Marketing Research, Forecasting, Web Analytics, and various decision science courses

ROSE MONT COLLEGE, Rosemont, PA (1993-present)

Adjunct professor, Business and Psychology Departments

Teaching Counseling Psychology, Psychology Research Method, Psychopathology I & II (online and in-person)

Teaching Business Statistics I & II and Business Information Systems courses

WIDENER UNIVERSITY, Chester, PA (1990-present)

Adjunct professor, UNIVERSITY COLLEGE

Teaching Leadership and Decision Making and taught Values Seminar Educational Psychology, Psychological

Statistics, Abnormal Psychology, History & Systems of Psychology, Social Psychology, and Introductory Psychology courses.

HUNTER COLLEGE/CUNY, New York, NY

Assistant Professor Psychology –Tenure Track (1984-1987)

Taught Graduate and Undergraduate Psychological Statistics, Research Methods, Social Psychology, and Introductory Psychology

THE ROCKEFELLER UNIVERSITY, New York, NY

Guest Investigator for Alzheimer's Disease Research Projects (1985-1987)

LA SALLE UNIVERSITY, Philadelphia (Annual: 2002 – 2005)

Guest Speaker on Marketing Strategies for the La Salle University Business School

THE AMERICAN UNIVERSITY

Computer & Statistical Consultant, Academic computing Services (ACS) (1981-1983)

CONSORTIUM OF UNIVERSITIES, US Army for Social Sciences Research

Research Fellow (1981-1984)

THE AMERICAN UNIVERSITY, Washington, D.C.

Psychology Lecturer (1980-1984)

NATIONAL INSTITUTE OF MENTAL HEALTH

Research Psychologist, Laboratory of Psychology and Psychopathology (1980-1983)

NATIONAL YOUTH COUNSELING CENTER

Certified Counselor, 1973-1977

PROFESSIONAL EXPERIENCE

Analytic Marketing Research Consulting

Provide analytical, strategic and tactical marketing research services. Worked closely with Marketing and Marketing Departments and Sales Departments to establish and coordinate strategic and tactical market research programs to successfully maintain company's competitiveness in the market place.

CEPHALON, INC (TEVA)

Senior Director, Business/Marketing Research/Intelligence. (1/2006-1/2008)

Managed a group of research directors, managers, and analysts. Provided strategic and market planning support for all Cephalon businesses. Worked closely with World Wide Product Planning, Global Business Development, and Marketing and Sales departments to establish and coordinated strategic and tactical market research programs to ensure the successful introduction of new products and maintain company's competitiveness in the market place. Research budget: \$9 million

SELECTED ACHIEVEMENTS:

- Initiated/directed the launch marketing research program for FENTORA, VIVITROL, and Cephalon Oncology Products, Treanda for CLL and NHL.
- Directed post launch research program to provide strategic and tactic feedback
- Conducted market research for life-cycle management of PROVIGIL and NUVIGIL, a follow-on compound to PROVIGIL.

- Directed pre-launch research program to support the DTC pilot programs
- Directed research program to support the co-promotional programs with Takeda

ORTHO-MCNEIL NEUROLOGICS

Director, Business Analytics, Neurologics and Strategic Managed Markets, J&J Pharmaceutical Division (2004-2005)

- Built and led analytical and cross-functional teams, processes, and projects, and presented analyses to Franchise and Senior Management
- Applied theoretical models and decision science methods to business planning and marketing analyses for marketing strategies, promotion strategies, pricing strategy, market analyses, and product positioning
- Interacted with brand team and Senior Management to respond to their needs and requests for research
- Provided expertise and ad hoc consulting support to senior management on a wide variety of commercial projects of strategic importance
- Collaborated with other functional groups across the company in joint research efforts (Marketing Research, Pricing, Forecasting, Medical Affairs, Managed Care, etc.)
- Partnered with internal and external business partners to design quantitative custom marketing research solutions to address a wide and increasingly complex set of business issues, then utilize advanced statistical techniques to address those issues
- Interacted with Franchise and MR teams to translate statistical output into action-oriented business insights that can drive innovation and marketing efforts
- Provided support to the Franchise and MR Director in setting the analytic direction of the company
- Supported Strategic Managed Business/Marketing Group in providing market research for key strategic issues. This support focuses on over-arching issues that are not brand specific.
- Provided market research support and guidance for cross-company initiatives
- Provided market research support for specific Ortho-McNeil cross-franchise initiatives.

JANSSEN PHARMACEUTICA INC. (1998-2004)

Senior Director, Market Research for GI & Mycology Franchises and Strategic Customer (Managed Market) Groups

Managed a group of five research staff (associate director/managers and analysts). Provided strategic and market planning support for Janssen's gastrointestinal business. Worked closely with New Products Marketing, Global Business Development, and Marketing and Sales departments to establish and coordinate strategic and tactical market research programs to ensure the successful introduction of new products and maintain company's competitiveness in the market place. Provide strategic and tactical support to Strategic Customer Groups including managed care, long-term care and elder care. Research budget: \$2 million (primary research only).

SELECTED ACHIEVEMENTS:

- Responsible for promotional modeling and recommendation for sales force expansion implemented
- Initiated/directed the launch marketing research program for ACIPHEX, a proton pump inhibitor.
- Directed post launch research program to provide strategic and tactic feedback
- Conducted market research for repositioning Propulsid, a promotility agent.
- Directed pre-launch research program to support the introduction of several new GI products for constipation, POI, IBD, etc.

STRATEGIC MARKETING CORPORATION (1997-1998)

Senior Research Director

Managed multi-national strategic market research projects. Provided strategic research support for global pharmaceutical companies. Worked closely with clients in marketing research, global business development, and marketing and sales departments to conduct strategic and tactical market research programs.

WYETH-AYERST (1990-1997) (PFIZER)

Director, International Marketing Research (1996-1997)

Managed a group of eight analysts. Provided strategic and market planning support for Wyeth-Ayerst's \$3.4 billion international business. Worked closely with New Products Marketing, Global Business Development, and Marketing and Sales departments to establish and coordinate strategic and tactical market research programs to ensure the successful introduction of new products and maintain company's competitiveness in the market place. Research budget: \$1.4 million (not including primary research budget).

SELECTED ACHIEVEMENTS:

- Initiated the launch marketing research for Oral contraceptives in the Japanese market.
- Conducted market research for Effexor, an antidepressant, in Hong Kong.
- Designed and directed research program to support the marketing of Tazocin, an anti-infective, in China.
- Directed pre-launch research program to support the introduction of Tasosartan, an A-II anti-hypertensive, in Europe.
- Directed the planning and introduction of Hormone replacement (Premarin and family of products) marketing strategy in Asia.

Manager, Women's Healthcare Group (1994-1996)

Managed a group with five analysts. Providing business planning support to direct Wyeth-Ayerst women's health business strategies and tactics (\$1.2 billion business). Designed and conducted primary market research in the areas of Contraceptives, Prenatal vitamins, Hormone Replacement Therapy, and Osteoporosis Prevention (Fosamax). Research budget: \$3.4 million.

SELECTED ACHIEVEMENTS:

- Re-directed Wyeth-Ayerst Premarin business focus in the combination hormone segment. Helped Marketing introduce Prempro and Premphase (two estrogen/progestin combination products) in 1995/1996 and created additional \$250 million market segment.
- Assisted in Wyeth-Ayerst and Merck's Fosamax co-promotional venture.
- Played a major role in the strategic and tactical research in Premarin and OC Direct-to-Consumer (DTC) ad campaign.

Manager, Hormone Replacement Therapy (HRT) Group (1992-1994)**Senior Analyst, HRT Group (1990-1992)**

Managed a group with two senior analysts designing and conducting primary market research in the areas of estrogen replacement therapy, aging, menopause, and hysterectomy. Served as an internal statistical, methodology, and technical consultant/supervisor. Research budget: \$2.1 million.

SELECTED ACHIEVEMENTS:

- Managed market research program in support of marketing management of American Home's (AHP) flagship product Premarin (accounting for 15% of AHP's revenue). Designed and implemented market research programs to support new product launch. Conducted short and long-term market planning and forecasting/modeling for current products and new products (i.e., drugs, compounds, and delivery systems). Designing and implemented direct-to-consumer (DTC) research program, and performing special promotional modeling projects to assist Marketing in planning brand protection and market expansion strategies. Sales of Premarin family products went from \$320 million in 1990 to \$580 million in 1994, a 78% increase.

RHONE-POULENC RORER PHARMACEUTICALS (SANOFI)**Senior Market Researcher (1988-1990)**

Designed and conducted primary pharmaceutical market research studies.

SELECTED ACHIEVEMENTS:

- Created and implemented the production forecasting system reducing forecasting errors from +/-150% to +/-10%.
- Provided statistical consulting services to internal R&D group enabling a successful submission of clinical data to the FDA. This led to the approval and introduction of Dilacor XR, a Ca channel blocker in 1992 (sales of over \$100 million in 1997).

ERIC MARDER ASSOCIATES, INC.**Project Manager (1987-1988)**

Conducted consumer packaging and computer technology market (survey) research studies

SELECTED ACHIEVEMENTS:

- Completed a 16-week international project for Hewlett-Packard in 12 weeks. The project was the largest project for the Eric Marder Associates at that time. The project brought in over \$250,000 in revenue.

PRIVATE CONSULTING**Statistical & Research Consultant (1981-1988)**

STATISTICAL ANALYSIS AND COMPUTER SKILLS

1. Non-parametric Statistics, Multivariate Analysis, Analysis of Variance, Multivariate Regression Analysis, and other multivariate statistical methods (i.e., Conjoint, Perceptual Mapping)
2. Experience in analyzing and interpreting experimental data, collecting social and clinical research data, and design of attitudinal survey scales and questionnaires.
3. SPSS and SAS
4. Knowledgeable in use of microcomputers and associated softwares.

PUBLICATIONS

1. Predictive-analytics approach to improve and sustain college students' non-cognitive skills and their educational outcome, Authors: John Yi *, Christina Kang-Yi, Flavia Burton, David Chen, *Sustainability* **2018**, 10(11), 4012; <https://doi.org/10.3390/su10114012> (Special Issue [Sustainability of Economy, Society, and Environment in the 4th Industrial Revolution](#))
2. Attributions and Information Processing as a function of Observer's Involvement Level: A re-examination of Actor-Observer Attribution Differences. *Annals New York Academy of Sciences*, September (1990)
3. Effects of Involvement of Observers' Estimates of Consensus, Distinctiveness, and Consistency. *Personality and Social Psychology Bulletin*, Vol. 14, No. 3, 468-478, 1988.
4. Altered Lateralization of Cognitive Processes in Depressed Women. Co-authored with E. Silberman et al., NIMH. *American Journal of Psychiatry*, Vol. 140, No. 10, 1340-1344, 1983.
5. Hormone Replacement Therapy Monograph, Wyeth-Ayerst Labs. (Internal Report), 1994 & 1995.
6. Secrets of self-control (Visceral Learning). *Psychological Trend*, published by Department of Psychology at National Cheng-chi University. May, 1975, No. 4, pp. 38-39.
7. Translation into Chinese: Visceral Learning by Gerald Jonas. Long-Bridge Publishing Company. Taipei, Taiwan, 1977.
8. Knowing an Event Occurred: Distinguishing Between Forms of Memory Failure. Co-authored with Herbert Weingartner, NIMH. *Brain and Cognition* (NIMH Internal Report).
9. Feelings of Knowing and Remembering in Schizophrenic Patients: Towards an Analysis of Meta-cognitive processes. Co-authored with Herbert Weingartner, NIMH. *British Journal of Psychiatry* (NIMH Internal Report).
10. Effects of Task Difficulty and Similarity on Subjects' Attributions of Success and Failure. (manuscript).

PROFESSIONAL PRESENTATIONS

- "Strategic Benefits of the MMA Drug Benefit Opportunity" at 2006 PMSA Conference, Hilton Head Island, SC. May, 2006
- "A Cross-Cultural study of Attitudes Towards Women as Rape Victims" at 4th National MARC (Minority Access to Research Career) Convention, Washington, DC 1987.
- "Perceived Controllability of Stressful Events and Coping Styles as a Function of Personality Types" at the 4th National MARC (Minority Access to Research Career) Convention, Washington, DC 1987.
- "Determinants of Minority Social Influence Strategies" at 4th National MARC (Minority Access to Research Career) Convention, Washington, DC 1987.
- "Perceived Controllability of Stressful events and Coping Styles in Relation to Types A&B Personalities" at 15th Annual Hunter College Psychology Convention, New York, NY 1987.
- "Effects of Task Difficulty and Similarity on Observers' Attributions of Success and Failure" at the 15th Hunter College Psychology Convention, New York, NY 1987
- "Effects of Personal Involvement and Test Outcome on Attributional Processes" at 94th Annual Convention of the American Psychological Association, Washington, DC 1986
- "Information Processing of Self vs. Other Attributions" at The New York Academy of Sciences, New York, NY 1986.
- "Feeling and Remembering: Distinguishing Between Affective and Cognitive Memories" at 3rd National MARC (Minority Access to Research Career) Convention, Washington, DC 1986.
- "Another Look at Sex Differences in Influenceability: Illusory or Real?" at the MARC Student Conference, New York, New York 1985.
- "Knowing an Event Occurred: distinguishing Between Forms of Memory Failure" at the 13th Hunter College Psychology Convention, New York, New York 1985.
- "The Impact of Involvement and Test Outcome on Attribution and Information Processing" Colloquium at Hunter College/CUNY, New York, New York 1984.
- "Gender, gender-Relevant Information, and Group Influence As Factors in Selective Exposure to Argumentation" at the First Psychology Conference, 1979. The American University.

HONORS

1. Teaching Assistantship, Department of Psychology, The American University (1977-1980)
2. Graduate Fellowship, Department of Academic Computer Services, The American University (1981-1983)
3. Dissertation Fellowship Award, The American University (1983-1984)
4. Consortium of Universities, Washington, DC. Research Fellow for The U.S. Army Research Institute for Behavioral and Social Sciences (1981-1984). Research fund awarded to conduct a laboratory experimentation on a newly developed computer-aid tutorial system - CASTE.
5. Sigma Xi, The Scientific Research Society.
6. Psi Chi, National Honor Society in Psychology.
7. Intramural Faculty Development Award, Hunter College/CUNY (1985-1986)
8. Pauli Murray Faculty Development Award, Hunter College/CUNY (1986-1987)
9. Shuster Faculty Fellowship Award, Hunter College/CUNY (1986)

MEMBERSHIP

1. American Counseling Association
2. American Marketing Association
3. American Psychological Association, Division 8.
4. Eastern Psychological Association.
5. Elections Committee, Eastern Psychological Association (1986)
6. Member of Distinguished Student Award Committee, Department of Psychology, Hunter College/CUNY (1985-1986)
7. The National Honor Society in Psychology: PSI Chi.
8. The Society of The Sigma XI.
9. Member of Evening Session Council, Hunter College/CUNY (1985)
10. Teacher Evaluation Committee, Hunter College/CUNY (1985)
11. Member of the Institution Review Board for Human Subject Research, Psychology Department, Hunter College/CUNY (1986-1987).
11. Member of Rank and Tenure Committee, Department of Psychology, The American University (1979)