

Kristen Smithwick

Vice President of Business Development, Marketing, and Strategic Planning at Thought Leader Select
Washington, NC, US

Healthcare research and consulting leader available for corporate training/workshops on thought leaders in medicine

Description

Kristen Smithwick, a 14-year veteran researcher and consultant to the biotechnology and pharmaceutical industries, leads business development, marketing, and strategic planning at Thought Leader Select, a Chapel Hill, NC-based firm that promotes thought leadership in medicine.

As Vice President, Kristen drives internal resources on a number of fronts, including strategic partnerships and product/service development to help biopharmaceutical clients understand the ever-changing landscape of the influence of key opinion leaders and centers of excellence in the medical profession.

Kristen routinely interacts with clients in brand and product management roles, as well as medical affairs leaders, crafting strategies for engagement in support of cutting-edge treatments. To date, Kristen has led client research and consulting efforts in over 18 therapeutic areas and 50 diseases and conditions, including areas such as neurology, cardiology, endocrinology, ophthalmology, and infectious diseases. She has identified and profiled thousands of thought leaders and medical centers in the United States, Canada, Europe, Asia, and Latin America in support of over two dozen of the world's leading drug developers.

Kristen is available for conference panels, as well as corporate training and workshops for companies interested in optimizing KOL strategies for better engagement and compliance with existing and emerging legislation and regulations, such as the Sunshine Act.

Availability

Moderator, Panelist, Workshop, Author Appearance, Corporate Training

Industry Expertise

Biotechnology, Pharmaceuticals, Research, Management Consulting, Health Care - Services

Topics

Key Opinion Leaders, Centers of Excellence, Kol Identification, Kol Mapping, Kol Engagement, Kol Profiling, Msl Strategies for Kol Outreach, Pharma Marketing Strategies for Kol Outreach

Affiliations

Beaufort/Hyde (NC) Partnership for Children, Beaufort/Hyde (NC) Developmental Center, Beaufort Department of Social Services Permanency Planning Action Team, Park Boat Company Powersports (Corporate Officer)

Sample Talks

Customizing KOL Strategies to Meet the Needs of Emerging Brands

Determining the scope of key opinion leader and centers of excellence engagement, as well as determining appropriate research areas to facilitate decision-making for appropriate engagement with health care professionals on industry marketing initiatives, including advisory boards, consulting, and media.

Past Talks

Numerous research results presentations on-site to executives at top companies, such as GlaxoSmithKline, Pfizer, AstraZeneca, Solvay Pharmaceuticals, Xerox, General Motors and more.

Facilitator and Moderator of numerous discussion sessions on various business topics and presented best practices in branding, marketing, leadership development and customer services.

Global Benchmarking Council (Audiences of 50-75 attendees)

Keynote Presenter

Annual Building Quality Childcare Conference

Education

Duke University

AB Sociology, Markets, and Management

Accomplishments

Washington Business & Career Women Young Careerist Award

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