

# **Kristin Eilenberg**

**CEO at Lodestone Logic**

Carmel, IN, US

Provocative and informative; Connects with pharma and healthcare audiences to drive for innovation and better patient results/outcomes

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## **Biography**

Kristin is a recognized idea angel, explorer and evangelist for breakthrough innovation and new media in the life sciences industry. During her tenure at Eli Lilly & Company, she advocated, influenced, and implemented use of new business models and technologies, including social media and electronic health records, to increase effectiveness and connectivity for employees, collaboration partners, and customers. Kristin is a recognized risk taker and does not hesitate to question ineffective and inefficient elements of the “status quo”. With more than 15 years of business experiences, she knows how to tap her network to bring together the right resources and investments to get real changed accomplished.

One of Kristin’s most recognized contributions occurred when she designed and received approval from the FDA to implement a patient-centric methodology for clinical research. She led the development of the technology platform that supported the methodology, raised several million in angel capital, and facilitated the asset being “spun-out” from Lilly as a separate company, Maaguzi.

Kristin’s new venture, Lodestone Logic, provides strategic consulting and project delivery services in the life sciences and healthcare industries. The firm specializes in environmental assessments, strategy creation, organizational transformation programs, and process mapping and innovation.

Kristin has her International Masters of Business Administration from Purdue University and double Bachelors of Science in Medical Microbiology and Environmental Science & Management from Michigan State University.

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## **Availability**

Keynote, Moderator, Panelist, Workshop

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## **Industry Expertise**

Health and Wellness, Internet, Biotechnology, Health Care - Services, Social Media, Pharmaceuticals

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## **Areas of Expertise**

Building Actionable Strategies, Patient-Centric Product Development

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## **Education**

**Purdue University**

MBA International Business Administration

**Michigan State University**

BSc Medical Microbiology and Environmental Science and Management

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