

Sherry A. Bowman, Ph.D.

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EXPERIENCE:

2001-Present: Account Director – IMS HEALTH

- Developing a Custom Market Research Training Program for Wyeth Pharmaceuticals
- Sold Electronic Data Delivery system to replace existing physical tape delivery
- Created and implemented Monthly Performance Management Report Card to be shared with key client contacts
- Led 2002 Client Goal Discovery Process at Client

2000-2001: Director of Client Loyalty – IMS HEALTH

- Implemented Client Relationship Management interview tool; trained 100 employees on how to use the interview process to increase client confidence; and through account teams interviewed 400 customer contacts
- Advised senior management on barriers to client loyalty, and raised employee awareness of factors contributing to customer satisfaction at IMS
- Established an executive sponsor program for senior management to get involved with clients
- Achieved a 15% improvement in customer satisfaction by end of year one of the program

1998-2000: Project Manager of Client Relations – IMS HEALTH

- Led the preparation of the Searle contract presentation which resulted in renewal
- Managed Strategic Information Exchanges (SIEs), an executive relationship-building tool. Worked with IMS top management to develop cohesive presentations that addressed the customers' business needs drawn from interviews with client senior suite (Wyeth, Bayer, Roche, Purdue, SmithKline Beecham, Zeneca, Aventis). These exchanges resulted in over \$2 million in revenue opportunity
- Coordinated "winback" strategies for Aventis, Glaxo Wellcome, and SmithKline Beecham accounts
- Founding member of the IMS HEALTH Communications Roundtable; developed internal communication survey (conducted twice) and feedback mechanism for "town meeting" speakers.
- Established the Brown-Bag Speakers Program that is ongoing today (2002)

1996-1998: Senior Statistician – IMS HEALTH

- Developed software tools to optimize promotional spending and prescriber targeting
- Created a data mining tool that identifies prescribers switching between brands
- Technical lead in the development of the Predicting Plan Performance managed-care application
- Analyzed IMS production systems and proposed data quality procedures for multi-million dollar information products

1995-1996: Assistant Professor of Business – The University of Texas at El Paso

- Developed the new Operations Management curriculum for the College of Business
- Created and taught the quality planning and control courses (quality management and SPC)

1990-1995: Graduate Student Lecturer – The Pennsylvania State University

- Taught computer simulation of business processes, quantitative methods, and business statistics

EDUCATION: Pennsylvania State University, University Park, PA.

1995 Ph.D. in Business Administration

Operations Management and Applied Statistics. Minor: Industrial Engineering

Thesis: Cooperative Buyer-Supplier Relationships – Mathematical modeling of the competitive synergy resulting from business partnerships between vendors and their customers.

1990 B.S. Quantitative Business Analysis.

HONORS AND ACTIVITIES:

- Penn State University Smeal College of Business Alumni Board Member, Co-Chair Volunteer Committee
- 2000 Chairman's Award for the implementation of the Client Relationship Management process
- 1999 President's Award for the strategic project management of the merger between two top clients
- 1999 VP of Membership Toastmasters International Blue Bell Chapter, 1998 Sergeant at Arms
- 1999 Service Award from Commercial Operations Division of IMS
- 1998 United Way Day of Caring Chairperson
- 1995 Fred Brand Jr. Award for outstanding graduate student teacher in the Smeal College of Business at Penn State
- 1994 Outstanding Graduate Student Teaching Award for the Department of MSIS at Penn State

REFERENCES:

- Rita Assalone, Director of Communications, Siemens Medical Systems (610) 219-3130
- Dr. Milos Graonic, Owner, @Futures Inc. (215) 321-0708
- Dr. Xenophon "Xeno" Koufteros, Prof. of Business, Florida Atlantic U. (954) 217-7276
- Dr. Ben Kleindorfer, Advisor at PSU (retired) (814) 234-0487