

## HIGHLIGHTS OF SKILLS

- **Analytical skills:** As a PM at IQVIA & Clarivate, I combined strategic thinking & data analytics to develop innovative data solutions for pharmaceutical companies
- **Leadership and project management:** procured \$0.5 million in funding for a randomized clinical trial and implemented the project in an interdisciplinary HCP environment. Managed a \$10M portfolio of 30 pharma clients at IQVIA, and \$40M portfolio of 7 clients at Clarivate
- **Software/Programming:** Tableau, Python, SQL. IQVIA data - payer, claims, physician data.

## PROFESSIONAL EXPERIENCE

### **Customer Analytics & Success Manager, Clarivate Analytics | New York** **2022- 2023**

- *Strategy* – Owned strategy for \$40 million book of business. Implemented targeted user engagement initiatives resulting in 20% product adoption increase
- *Analytics* – Define KPIs and utilize data-driven insights to measure strategic success. Leverage Tableau to design dynamic and interactive reports for various internal & external stakeholders. Identify trends through data analysis to proactively mitigate risk
- *Product Development* – leverage client relationship to proactively identify pain points. Worked with product team & client to launch new feature for a key product

### **Engagement Manager, IQVIA | Toronto** **2018- 2022**

- *Project Management* – led cross-functional tech, stats, DevOps, QA, product managers & analyst teams to successfully deliver data & analytics strategy and implementation in pharma and biotech
- *Client Engagement* – advised key client biotechnology & pharmaceutical stakeholders (BI leads, senior sales exec, marketing directors, etc.) and translated business needs into solutions. Led engagement by defining project approach, writing proposals/SOW's, conducting analysis, managing development and QA team, and presenting results and recommendations to clients
- *Business Development* – grew my book of business by \$4M in 3 years & from 15 to 30 pharma clients

### **Associate Product Manager, Product Management, IQVIA | Toronto** **2016 - 2018**

- *Product Development* – collaborated with a team of developers, operations, finance, and stakeholders to develop, enhance or sunset product offerings. Successfully launched a product enhancement to 70 clients, sunsetting them from the previous version
- *Marketing* – developed promotional material, educational webinars and product training
- *Client Engagement* – understand biotechnology & pharmaceutical customer perspective on use of product to inform development and improvement

### **Clinical Research Lead, Department of Neonatology, McMaster University | Hamilton** **2013 – 2016**

- *Project design* – researched literature systematically to identify gaps, designed a study to answer these gaps. Successfully obtained 0.5M in funding
- *Project management* – liaised with an interdisciplinary NICU team of attending physicians, registered nurses, pharmacists, biomedical industry vendors, and professors to successfully execute the trial over 3 years
- *Data presentation* – presented emerging science to groups of various levels of scientific understanding – from patients to medical staff to scientists

## SELECTED PUBLICATIONS

- 1) Target fortification for preterm infants: A double-blind RCT. Rochow, Fusch, **Ali**, et al. *Clinical Nutrition*. 2021
- 2) Target fortification of breast milk: how often should analysis be done? Rochow, [...] **Ali**, et al. *Nutrients*. 2015

## LICENSES & CERTIFICATIONS

Agile Foundations, LinkedIn	2021
Applied AI Professional Certificate, IBM	2021
Python for Data Science, AI & Development, IBM	2021

## AWARDS

Graduate Travel Awards (\$1500)	2015
Graduate Research Scholarship (\$8000)	2013-2014
Dean's Honour List	2008-2011
The University Senate Scholarship (GPA above 3.8, top 10% within faculty)	2008-2009
Lieutenant Governor's Community Volunteer Award for Students	

## EDUCATION

**McMaster University**, M.Sc. in Clinical Research (4.0 GPA)

Courses: Introduction to Biostatistics, Research Methodology in Health Sciences

Project: Target Fortification in Preterm Infants: A Double-Blind RCT

**McMaster University**, Hon. B.Sc in Life Sciences (magna cum laude)