

## PERSONAL & PROFESSIONAL SUMMARY

- A highly motivated, proactive, and enthusiastic self-starter with a burning desire to succeed within an exciting and fast-growing company
- A hardworking scientist with over 10 years of biomedical research and pharmaceutical industry experience in China and the UK as well as established expertise in clinical studies
- A client focused problem-solver with over 8 years' experience in the consulting industry engaged in global market research, value communications, evidence generation, and commercial strategy
- A commercially driven experienced consultant with a holistic approach to business opportunities and partnerships and an open mindset to explore and champion innovation
- An experienced manager and communicator who forms strong working relationships at all levels of the business, and takes a pragmatic approach to tackle stakeholder challenges
- A good track record of developing and mentoring high-performing teams, coordinating, and leveraging long-term partner relationships to deliver the best value to business
- A front-end web developer with a passion for creative problem-solving and continuous innovation, building dynamic user-friendly UIs to create excellent user experiences

## EMPLOYMENT HISTORY

### Senior Market Access Strategist, PHMR (part of Inizio)

Mar 2022 – Sept 2022

I provide strategic leadership for the Market Access Strategy team, in particular related to multiple pricing and reimbursement systems within key European (focusing on France, Germany, Italy, Spain, and the UK) and emerging markets (e.g., China), and support clients to develop successful global market access, pricing and reimbursement strategies

My key responsibilities are:

- Internal and external day-to-day management of projects
- Provide technical leadership to the team on obtaining HTA and payer insights
- Develop and review proposals and project deliverables
- Draft abstracts and manuscripts as lead or co-author
- Collaborate with other teams and support health economics and outcomes research projects

### Consultant, Market Access Transformation

Nov 2020 – Feb 2022

Responsible for organising, managing, and delivering market research projects via the 'Rapid Payer Response' platform, including primary and secondary research, data analysis, insights interpretation, and meeting presentations.

I participated in a wide range of projects on pricing, reimbursement, and market access strategies across global markets (focusing on the US and European markets), including emerging markets (e.g., China). Some examples of projects are value message testing, value story refinement & validation, target product profile assessment, due diligence research, innovative pricing models and payer evidence generation. Therapy areas cover oncology, immunology, cardiology, neurology, rheumatology, respiratory, inflammatory, and infectious diseases, and rare diseases, etc.

- Analyse the outputs from primary and secondary research to inform the key value drivers and barriers in various access scenarios
- Conduct analogue assessments by researching HTA reports and guidelines to inform access strategies (optimal launch price, product positioning, etc.)
- Shape and communicate value, refine value messages, identify evidence gaps, optimise pricing potential, and propose strategic solutions for clients' problems

**Independent Market Access Consultant****Dec 2019 – Oct 2020**

I participated in a wide range of projects on pricing, reimbursement, and market access strategies across global markets

- Conducted primary research with external advisors including key opinion leaders, payers, and healthcare providers
- Conducted extensive secondary research on disease landscape, product assessment, market access policies and trends
- Conducted qualitative and quantitative data analysis to provide inputs for evidence generation and strategic recommendations to clients

**Senior Business Analyst, Evidera | PPD****Oct 2013 – Nov 2019**

I focused on market research and value communications (especially EU5 and the US markets), developing and implementing market access and value communication strategies, and maintaining good working relationships with commercial and medical teams, government officials, policy makers, investors, and key opinion leaders in various disease areas

- Led a high-performing team, managing the performance, productivity and wellbeing of this team and supporting the team through coaching and development to exceed their targets
- Built strong relationships with customers and stakeholders, responsible for project/programme management, solution strategy development, coaching, and training during change implementation
- Provided market access and communications strategy advice to pharmaceutical and biotechnology companies, developed and executed evidence generation activities to inform decision making
- Worked closely with industry experts at all stages to test and refine market communication strategies through advisory boards, workshops, and expert panels
- Leveraged pharmacoeconomic and health economic modelling to define drivers of cost-effectiveness and budget impact to support strategic planning

**Postdoctoral Research Associate, Imperial College London****Jan 2012 – Sept 2013**

- Participated in clinical research at the interface of biotechnology and nanotechnology
- Designed new models to investigate the respiratory effects of nanomaterials
- Developed new research ideas and methodologies

**Research Assistant, King's College London****Oct 2007 – Dec 2011**

- Designed novel experiments in collaboration with Novartis R&D to determine the role of immune cells in chronic renal transplant rejection and participated in clinical trials, coordinating the cooperation between academia and pharmaceutical industry
- Established a significant link between asthma and the novel Th17 responses

**Research Assistant, CAS-MPG Partner Institute for Computational Biology****Aug 2006 – Aug 2007**

- Involved in various research projects and laboratory management
- Set up and maintained research databases and coordinated workshops and seminars
- Arranged lab tours and interviews for international exchange students
- Developed general management, administrative, interpersonal and IT skills

**EDUCATION****PhD in Immunology****Oct 2007 – Mar 2011**

Medical Research Council - Asthma UK Centre in Allergic Mechanisms of Asthma, King's College London

- Designed and performed experimental research work using new methodologies
- Analysed datasets and presented findings in national and international conferences
- Wrote regular research progress reports and achieved two research articles publication in well-respected international peer-reviewed journals

**MPhil in Molecular Biology and Biochemistry****Sept 2002 – Jul 2006**

Shanghai Institute of Biochemistry and Cell Biology, Chinese Academy of Sciences

Involved in several research projects investigating the structure and function of proteins for drug discovery in collaboration with pharmaceutical R&D groups

**BSc (Hons, 1<sup>st</sup> class) in Biotechnology****Sept 1998 – Jul 2002**

Shandong University

Multiple subjects studied including Biochemistry, Cell Biology, Bioengineering, Genetics, Microbiology, Pharmacology, Immunology, Physics, Chemistry, Further Mathematics, English, Law, and Economics

**TRAINING COURSES**

Numerous training courses over the years including thought leadership, account management, business development, project management, time management, data analysis, commercial awareness, mergers and acquisitions (M&A) strategy, decision making, team building and development, coaching skills, effective communications, and presentations

- The British Healthcare Business Intelligence Association (BHBI) Legal and Ethical Guidelines Training for Market Researchers and Adverse Event Reporting in Market Research (Nov 2021)
- Investment course on Warren Buffett's style value investing (Jan 2020)
- Quantic School of Business & Technology (Smartly MBA) Business Foundations course: modules cover Finance, Accounting, Microeconomics, Marketing, Statistics and Strategy (Dec 2019)
- Interactions with government officials training (Oct 2018)
- Pharma commercial practices policies and marketing code training (Aug 2017)
- Legal statement of work (SOW) development execution process training (Apr 2016)
- Fair Market Value (FMV) compliance training (Nov 2015)
- Health Care Compliance (HCC) and Privacy training (Oct 2014)
- International Health Technology Assessment and Reimbursement, University of Sheffield (Dec 2013)
- The Springboard Women's Development Programme (Jun 2012)
- Good Clinical Practice (GCP) and Good Research Practice (GRP) Training Course (Sept 2011)

**SKILLS****Industry Specialties:**

- Comprehensive knowledge of the pharmaceutical and healthcare industries
- Profound understanding of drug discovery, clinical trials, and product development process
- Broad knowledge in various disease areas such as immunology, oncology, rare diseases, respiratory, cardiovascular, and renal diseases, neurological disorders, inflammatory, autoimmune, and infectious diseases, with a specific interest in advanced therapy medicinal products (ATMPs)
- Payer research, health technology assessment, landscape assessment, payer archetype / mapping, target product profile assessment, analogue analysis, market access strategy, pricing & reimbursement, value message testing, value communications, health economics and outcomes research, real-world evidence, due diligence, commercial strategy, negotiation training workshops, product launch, market expansion strategy

**Management & Leadership Skills:**

- Financial management, marketing, sales and client services, business development, communication and negotiation, project planning and management, time management, problem solving, networking
- Team building and mentoring, staff management, cross-functional team leadership, stakeholder engagement, relationship building, process improvement

**IT Skills:**

- Software packages: Microsoft Office (Word, Excel, PowerPoint, Outlook, etc.), databases, adobe, and statistics programme, customer relationship management software

- Programming and computational modelling, SGI visual workstation, molecular graphics
- Front-end web development: HTML, CSS, JavaScript, Bootstrap, jQuery, React

#### Language Skills:

- English, Mandarin, Traditional Chinese, Japanese

#### INTERESTS

- Public health, mental wellbeing, personal development, and self-improvement
- Swimming, Yoga, Tai Chi, meditation
- Child growth and development, behaviour change strategies
- Personal finance, financial education

#### PUBLICATIONS

1. Shiu KY, McLaughlin L, Rebollo-Mesa I, **Zhao J**, Burton H, Douthwaite H, Wilkinson H, Semik V, Dodd PC, Brookes P, Lechler RI, Hernandez-Fuentes MP, Kemper C, Dorling A. *Kidney Int.* 91 (2), 2017
2. Noble A, **Zhao J**. *Clin Exp Allergy* 46 (8), 2016
3. Shiu KY, McLaughlin L, Rebollo-Mesa I, **Zhao J**, Semik V, Cook HT, Roufosse C, Brookes P, Bowers RW, Galliford J, Taube D, Lechler RI, Hernandez-Fuentes MP, Dorling A. *Kidney Int.* 88 (3), 2015
4. **Zhao J**, Lloyd CM and Noble A. *Mucosal Immunol.* 6 (2), 2013
5. **Zhao J**, Lloyd CM and Noble A. *Allergy* 65 (Suppl. 92), 2010
6. Zhang P, **Zhao J**, Wang B, Du J, Lu Y, Chen J, Ding J. *Protein Sci.* 15 (10), 2006
7. Xu X, **Zhao J**, Xu Z, Peng B, Huang Q, Arnold E, Ding J. *J Biol Chem.* 279 (32), 2004