**WEI HUANG (PhD)**

11 Maidstone Court, Skillman, NJ 08558 • (609)-558-8873 • huangw10@gmail.com

**QUALIFICATIONS**

* 10+ years of experience in pharmaceutical industry. In-depth knowledge of analytical and insight generation approaches in market research, sales targeting, APLD study, multi-channel promotion and payer analytics.
* Lead advanced analytics projects, work with internal and external clients, manage planned and ad hoc requests.
* Expertise in method development, statistical analysis, and predictive modeling.
* Broad knowledge of secondary pharmaceutical data including IQVIA Xponent, DDD, Dx, LRx, Pharmetrics, LAAD, etc.
* Proficiency in data analytics tools such as SAS, R, SQL, Python, Excel, Tableau etc.

**PROFESSIONAL EXPERIENCE**

Sr Associate Director, Advanced Analytics, IQVIA, Sep 2021 – Present

Provide pharmaceutical clients with the best data assets, advanced analysis, and actionable insights. Specialized in sales force related practices, patient study and multi-channel marketing.

* Oncology Multi-Indication Promotion. Optimize promo distribution among multiple indications with primary and secondary research data.
* Sales Force Sizing. Evaluate the long-term value of physicians and allocate sales force resources. Provide a portfolio optimization strategy for markets involving multiple brands and sales force teams.
* Multi-Channel Promotion. Evaluate contribution, ROI and MROI of multiple HCP and DTC promotion channels. Study promotion effectiveness and optimize promotion distribution.
* Patient Segmentation. Leverage patient data from different sources including medical claim data, Experian consumer data and OTC data. Create patient segments to help clients design promotion strategies.

Associate Director, Advanced Analytics, IQVIA, Mar 2018 – Aug 2021

* Targeting. Apply machine learning techniques to identify the properties of high-volume prescribers and search for potential high prescribers.
* Promotion Response. Evaluate the impact of sales force promotion.
* Trigger Program. With AI/ML technologies, study patient properties and identify disease triggers. Create weekly or monthly alerts to direct dynamic HCP targeting.
* Payer Analytics. Study the pay type distribution. Study diagnosed and treated patient properties for HCPs with a special payer concentration.

Sr Manager, Advanced Analytics, IQVIA, Aug 2015 – Feb 2018

* Physician Segmentation. Classify physicians into groups with similar characteristics to help clients decide on targeting strategy.
* Call Planning / Targeting. Integrate customer valuations and implementation constraints (size/structure, business rules etc.) to derive an optimal call plan.
* Primary Research. Study promotion messaging at the doctors’ office with AlphaImpactRx primary market research data.

Manager, Advanced Analytics, IMS Health, Oct 2013 - Aug 2015

* People Placement. Applied to business realignments and restructures. Consider multiple factors to find an optimal solution to place sales reps into territories by minimizing the disruption and maximizing the value of customer experience.
* Large scale data manipulation. Lead CMS/CDC million hearts project. Study US hypertension market with multiple years of Xponent data.
* Incentive Compensation. Implement a fair, motivational compensation plan that aligns SF activities with business needs.

Business Analyst, Market Access, Ipsen Biopharmaceuticals, April 2012 – July 2013.

Support Ipsen market access functions through data analysis.

* Discount Program. Design a DPP dashboard to track the performance of a discount program which links the discount level to purchase amount. The dashboard informs health providers’ sensitivity to pricing.
* Patient Assistance Program. Create a comprehensive platform to monitor the performance of a patient assistance program. Information includes copay amount, physician referrals, diagnosis codes, links to payers, case outcome etc.
* IC Compensation. Design a genetic algorithm to optimize the IC strategy.
* Buy-N-Bill Study. Design an agent-based simulation to study the sales of “buy and bill” market and analyze the financial incentives to health providers.

Consultant, IMS Consulting Group, Aug 2011 – April 2012

* Pricing Simulator. Design pricing simulators to understand US payer decision drivers when trading off price, efficacy, perceived clinical values and other factors.
* Data consolidation and data management.

Risk Analyst, ACE-INA Insurance, Mar 2007 – May 2008

* Catastrophe Modeling. Create a computer model to simulate the occurrences of natural disasters and applications of reinsurance treaties.
* Portfolio Optimization. Apply genetic algorithms to achieve the goal of reaching maximum return.

**EDUCATION**

Ph.D Computer Science 2001-2005 Michigan State University

M.S Computer Science 1998-2001 Peking University-China

B.S. Computer Science 1994-1998 Peking University-China

**PUBLICATIONS**

* Anjani Tripathi, Emily Zhao, **Wei Huang**, Bob Kelly, Bob Doyle. Patients as Consumers, A New Dimension in A Holistic Approach to Sales Force Effectiveness, PMSA, May 2017.
* Yi Han, Yong Cai, Steven Bourke, **Wei Huang**. Buy-and-Bill or “Brown Bagging” An Agent-based Simulation, Analysis of Financial Incentives for Providers, PMSA, May 2013.
* Ofria C, **Huang W**, Torng E. “On the gradual evolution of complexity and the sudden emergence of complex features**”,** Journal ofArtificial Life, Vol. 14, No. 3, 2008.
* Wu W, **Huang W**, Qi J, Chou YT, Torng E and Watson JT. “‘Signature Sets’, Minimal Fragment Sets for Identifying Protein Disulfide Structures with Cyanylation-Based Mass Mapping Methodology”, Journal of Proteome Research, Vol. 3, 770-777, 2004.
* **Huang W**, Ofria C, and Torng E. “Measuring Biological Complexity in Digital Organisms”, Proceedings of the Ninth International Conference on Artificial Life, Boston MA, 2004.