**Dave Furman** david\_furman@merck.com

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**Summary of Experience**

Experienced in prioritizing and managing multiple projects. Can make recommendations and ensure that solutions meet business needs. Knowledgeable in sales operations; and financial and budgeting processes. Proficient in Microsoft Office programs and extensive experience using SAS. Can evaluate ROI of almost any kind of sales or marketing campaign and uncover additional opportunities to provide value to customers. Able to work well with Directors, Sales and Marketing teams, and staff to achieve a variety of goals and objectives.

**PROFESSIONAL EXPERIENCE**

**Merck** 1998-present

**Client Manager, Investment Analytics & Decision Sciences** 2012-present

**Manager, Commercial Analytics** 2008-2012

**Manager, Customer Analytics, Merck Vaccines Division (MVD)** 2007-2008

**Manager, Sales Planning**  2000-2006

**SAS/Statistical Contractor, Outcomes Research** 1998-2000

Statistical consultant to sales operations, pharmaceutical and vaccine sales and marketing, finance, and adherence teams.

Specific Areas of Expertise include:

* ***Sales Operations*:** develop customer segments and implement targeting strategies.
* ***Forecasting:*** develop sales forecasts for online programs and specialty brands.
* ***Market Research***: design surveys that provide feedback from physicians as to the quality of sales force offerings and measure current and emerging needs and concerns of physicians. Also, develop the target population and sampling list for surveys.
* ***Promotion Response Analysis:*** measure the sales performance (ROI) of virtually any kind of promotional investment including direct selling, non-personal promotion, adherence programs, specialty and vaccine business initiatives, regional marketing initiatives, and sales force pilots.
* ***Green Belt Certification (Six Sigma):*** 2007
* ***Social Network Analysis:*** recruited and managed a team of analysts to assess targeting opportunities within physician networks.

**Gwynedd-Mercy University, School of Graduate and Professional Studies** 2001-2015

* ***Adjunct Professor:*** Taught statistics to business undergraduates and graduate students and nursing students in an accelerated program for adults.

**EPS Solutions, Inc.** 1996-1998

* ***Utility Consultant:***  modeled and predicted energy usage for utilities
* ***Project and Office Manager:*** responsible for budgeting, staffing, scheduling, and recruiting

**Babson College** 1989-1995

* ***Assistant Professor of Statistics:*** Taught graduate and undergraduate courses in statistics and calculus; consulted internally with students and staff on a variety of topics.

**EDUCATION**

**Pennsylvania State University** 1989

*PhD in Statistics*

***Minitab:*** while in graduate school, worked at Minitab; wrote code for All Subsets Regression

**University of Notre Dame** 1977

*Masters Degree in Business Administration (MBA)*

**University of North Carolina** 1974

*Bachelors of Sciences Degree in Statistics*