I) Investment Prioritization Framework

1. In-Flight Optimization

i) Diabetes Deep Dive

Exceeds: Major components of objective demonstrably used to inform expense allocation decisions within and/or between product families.

1. Proof of concept PRCs for four product families

Exceeds: Major components of objective demonstrably used to inform expense allocation decisions within and/or between product families.

1. Consult on agent-based model for Suvorexant

Exceeds: Major components of objective demonstrably used to inform expense allocation decisions for the product.

II) Customer Engagement Initiatives

1. PL5 Closeout

Exceeds: Major components of objective demonstrably used to understand and refine current and future customer engagement processes.

III) Core Services & Operational Transformation

1. DTC TV

Provide consulting and supportive role in measuring DTC TV and Print effectiveness for Zostavax ($50 MM), Dulera ($17 MM) and Nasonex ($22 MM)

Exceeds: Major components of objective demonstrably used to inform expense allocation decisions for each of the product.

1. Adhoc assessments

Exceeds: Major components of objective demonstrably used to inform expense allocation decisions within and/or between product families.

IV) Personal Development

Expand knowledge to implement projects effectively and efficiently by attending trainings and/or conferences. Example: courses like Propensity Score, Introduction to SEM etc.,