

## HPE LTP Executive Coach Lorraine Marchand



**Industry: Life Sciences, Pharmaceuticals and Medical Devices;  
Healthcare Systems; Technology Services**

### **Experience:**

- + Head, R&D Advisory Services, IQVIA
- + Professor and Advisory Board, Healthcare Program, Columbia Business School
- + Visiting Professor of Entrepreneurship, Princeton University
- + Venture Partner, Cognizant Technology Solutions
- + Vice President, Covance
- + Executive Director, Bristol-Myers Squibb
- + Senior Vice President, Porter Novelli/Omnicom
- + CEO and Founder, early stage life sciences companies, medical device and pharma

### **Summary:**

Lorraine Marchand has held executive roles in Management, Operations and Business Development for publicly and privately held companies including Bristol-Myers Squibb, Covance, Cognizant Technology Solutions and IQVIA (Quintiles and IMS Health merger). She co-founded two life sciences companies, a consulting services company and established a national education program at the National Institutes of Health. Lorraine is currently leading a new venture with a consortium of 22 pharmaceutical companies focused on developing innovative intellectual property-based collaboration models to advance non-competitive areas of drug development. She is in the process of extrapolating this model to the medical device sector.

Lorraine is recognized for executing business strategies with excellent results and accelerating top line and bottom line growth. During her career, she founded two life sciences companies and executed strategic exits by establishing partnerships with targeted biopharmaceutical companies. As an executive for two global outsourcing vendors, she developed a new operating model to transform a specialty CRO into a global, full service CRO and executed a new operating model for a global drug development services company, increasing top line and improving operating margin. She also developed a novel global capability for pharma, reducing drug development cycle time by 30%. For four drug development companies, Lorraine was responsible for Clinical Development Operations, Labs, Facilities, P&L, HR, and Business Development. For these companies she implemented global operating models, improving performance and profitability, and drove cost cutting initiatives that increased productivity and efficiency~ \$100 million.

The methodology Lorraine developed for accelerating the commercialization of new technologies led to the development of courses she teaches at Princeton University as James Wei Visiting Professor of Entrepreneurship and at Columbia University and Yeshiva University as adjunct professor of healthcare. Other professional endeavors include: serving on the Board of Advisors for Morood Inc., a private equity firm in the Middle East; the steering committee for the Mid Atlantic Bio Angels; and advisor to the University City Sciences Center, Philadelphia, PA.

Lorraine holds M.B.A.s from Columbia University and the London Business School; a Master's from The American University; and a Bachelor's in Science from the University of Maryland. She received awards of distinction from Bristol-Myers Squibb and the National Institutes of Health. She was the 2014 recipient of the Pennsylvania Governor's Hannah Penn Leadership Award. Lorraine conducts workshops on topics related to life sciences sales excellence and leadership for Columbia Business School's Executive Education Program, Princeton University's Graduate Program, the Healthcare Business Women's Association, Alliance of Women Entrepreneurs and technology companies. She is a mentor and coach to women in corporate positions and graduate and undergraduate students. Her personal mission statement is: "Applying my talents and expertise to bring to market the most innovative technologies designed to improve people's health and well-being."