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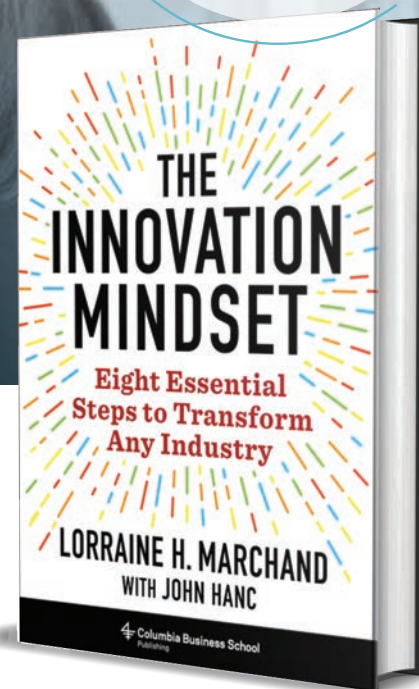
Lorraine Marchand

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As one senior pharmaceutical executive said, “She challenged us to question the status quo and then showed us how to apply an approach to innovation that directly benefits the patients depending upon us to make a difference in their lives.”

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**HELPING INNOVATORS TRANSFORM
THEIR BIG IDEAS INTO SUCCESSFUL PRODUCTS AND
SERVICES USING THE INNOVATION MINDSET**



You're a business leader who needs to:

*E*arn revenue by ensuring customers choose your product over the competition

Learn how to conduct voice of the customer research that targets customer pain points and ensures customers will pay for your solution

*A*void headaches by staying ahead of changing market dynamics

Don't be blindsided by changes in market needs; learn to pivot to ensure your strategy keeps you on a winning path

*S*tay financially viable by attracting strategic partnerships and investment capital

Develop a compelling product pitch that gives you the edge with partners and investors

LORRAINE MARCHAND is the former general manager of IBM Watson Health and has three decades of experience in new product development. She has held leadership positions at Bristol Myers Squibb, Covance, Cognizant, and IQVIA, and she cofounded four companies. Marchand is an adjunct professor of management and serves on the Healthcare and Pharmaceutical Management Program Advisory Board at Columbia Business School.

Connect with Lorraine

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