



## **Scott Lauder Ph.D. – Associate MIP Corporation**

**Scott Lauder Ph.D.** has over three decades of experience consulting with major US and European pharmaceutical companies. He is a sociologist by training and an expert in analysis techniques vital to understanding how top performers make judgments and achieve successful results. He has applied his skills and analysis capabilities to help accelerate MIP's proprietary methodology for capturing reasoning power. Dr. Lauder is a recognized expert in the understanding and teaching marketing and sales principles and data analytics to clients in 19 countries on five continents.

Dr. Lauder worked for Ross Laboratories (a division of Abbott Pharmaceuticals) and he was Director of Marketing Research and Marketing Analytics at G.D. Searle. He started his own marketing and sales training and consulting firm that worked with Global 500 companies.

**Publications:** "Making All of Your Staff High Performers" and "The New Paradigm: A Shortcut to Becoming a Top Performer," accepted for publication; "Anticipating Your Competitors' Next Moves with Competitive Simulation Workshops," PM360 August 2008; "Streamlining the Marketing Planning Process," PM360 September 2008; "Pharmaceutical Information: How to Get the Most Out of Your Audit and Syndicated Data Purchases," Scott Lauder Associates, Inc. ©1993-2003; "Project Management: The Role of the Pharmaceutical Market Research Analyst," Scott Lauder Associates, Inc. ©1998-2001; "Qualitative Methods: Valuable Techniques for Managers and Analysts," Scott Lauder Associates, Inc. ©1997-2003, "Market Research Essentials: The Core Course for the Pharmaceutical Industry," Scott Lauder Associates, Inc. ©1999-2003.

**Professional Contributions:** "Integrating Primary and Secondary Market Research: An Oncology Example." Presented at the 2000 Fall Meeting, Pharmaceutical Market Research Group (PMRG). Philadelphia, PA.

Serve as Director of the Education Committee for PMRG January 2007 to January 2009: responsible for coordinating and overseeing the fall annual meeting: The Second Annual Meeting of The PMRG Institute; October 2008 and The Third Annual Meeting of The PMRG Institute; October 2009.