



Scott Lauder, Ph. D. – MIP Associate



Dr. Lauder has over two 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 real-time decision-making processes of experts. He applies his skills and analysis capabilities to help accelerate the MIP's proprietary processes for "cloning" expertise and projects. He is a recognized expert in the understanding of pharmaceutical marketing and sales, having taught marketing and sales principles and data analytics to pharmaceutical clients in 19 countries on five continents. This has given him a broad understanding of global companies, their needs and the global issues encountered.

Dr. Lauder taught research, analytics and data analysis methods. He worked for Ross Laboratories (a division of Abbott Pharmaceuticals) and he was Director of Marketing Research and Marketing Analytics at G.D. Searle. In 1993, Dr. Lauder started his own marketing and sales training and consulting firm, where he and his staff worked with Global 500 Companies in the US and Europe analyzing markets and training marketing professionals on the analysis techniques and data usage. In 2006, he joined TVG as Sr. Vice President of Marketing Training and Consulting. Under his direction, the department's revenue grew 120%. Dr. Lauder retired from TVG in 2009.

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.