



manhattanRESEARCH

A Decision Resources, Inc. Company

Mark Bard

A thought leader in the life sciences industry, Mark Bard has been changing how healthcare and pharmaceutical companies view marketing and technology. Global clients depend on his strategic guidance for developing their consumer and physician marketing plans. PharmaVOICE recently featured Mark as one of their 100 Most Inspiring People, highlighting his expertise in online health, pharmaceutical marketing, direct-to-consumer advertising, disease management, and information technology trends.

Prior to founding Manhattan Research, Mark was the Group Director of the Health Practice at Cyber Dialogue, a marketing services firm based in New York. Mark also worked as a strategy consultant in New York focused on the pharmaceutical and biotechnology sectors. His professional experience includes time with the managed care and business development division of GlaxoSmithKline, a leading global pharmaceutical company.

Mark is regularly quoted in major publications and media outlets such as Pharmaceutical Executive, Wall Street Journal, Washington Post, USA Today, ABC News, NY Times, Health IT, Med Ad News, Fox Business Network, Next Generation Pharmaceuticals, and Boston Globe. He is also the author of numerous articles and book chapters on health administration, health software, and the Internet's impact on health. Mark lends his expertise to conferences throughout the year and recently spoke at the DTC National Conference, the Healthcare Communication & Marketing Association Annual Conference, and the eMarketing Summit Europe.

Mark received an M.B.A. from Kenan-Flagler Business School at the University of North Carolina at Chapel Hill, an M.H.A. from the School of Public Health at UNC-Chapel Hill, and a B.S. in health administration from James Madison University.