

# Paul Berg

*Principal, Head of Commercial Effectiveness, UK*



## Current responsibility

- Paul is a Principal based in London, UK
- He is responsible for leading the Commercial Effectiveness team, a group of 20+ consultants focused on sales analytics and resource optimisation

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## Profile overview

- Paul brings 15 years of experience of working within pharma and medtech sectors, addressing a wide range of sales and marketing issues
- He has advised more than 60 client organisations in over 25 countries
- Prior to joining IQVIA, he spent 12 years with ZS Associates

## Education

- Bachelor's and Master's Degrees in Chemistry from the University of Cambridge

## Areas of expertise

- Unstructured Problem Solving
- Commercial Organisation Design
- Commercial Effectiveness
- Incentives
- Segmentation and Targeting
- Territory Alignment
- Performance Measurement
- Forecasting
- Launch Planning

# Martin Fox

*Engagement Manager, Commercial Effectiveness, UK*



## Current responsibility

- Martin is an Engagement Manager based in London, UK
- He leads the delivery of projects areas such as forecasting, sales force sizing, segmentation and targeting

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## Profile overview

- Martin brings 10 years of experience of working within pharma and healthcare sectors, and has experience managing outsourced analytics teams
- Martin has particular geographical experience in the UK

## Education

- 1<sup>st</sup> Class Master's Degree in Mechanical Engineering from the University of Cambridge

## Areas of expertise

- Forecasting and Opportunity Assessment
- Segmentation and Targeting
- Sales Force Sizing
- New Launch Planning
- Commercial Organisation Design