

Going Global – USA (2)

“Go-to-Market Commercial Strategy: Positioning for US sales success”

SPEAKER PROFILE

Dr Caroline Popper, M.D.

Co-Founder and President, Popper and Company (USA)



Caroline founded Popper and Company with Ken Walz more than fifteen years ago to address inefficiencies in healthcare by helping life science companies develop and commercialize new technology. Today, the members of their growing team leverage their extensive knowledge of the tools and trends shaping all aspects of healthcare market and impacting its participants.

Caroline has more than 25 years of hands-on operating experience within healthcare companies. She did not set out to be a business person. Rather, she became a physician (University of the Witwatersrand, South Africa) and an internist and pathologist (Johns Hopkins University, Baltimore). Most impactful, was her training in Health Policy and Health Economics at the Johns Hopkins Bloomberg School of Public Health.

Caroline has managed a wide spectrum of diagnostics, device and drug discovery businesses in both Fortune 500 and start-up settings, at amongst others, Becton Dickinson, bioMerieux, and MDS. Now, at her firm, she combines those experiences with her clinical experience to help clients interpret relevant market forces, develop strategies and create partnerships to thrive in the global changing, and increasingly value-driven, healthcare landscape.

Very recently Popper and Co. partnered with Monument Analytics to develop “Precision Econostics,” the firms’ new joint offering designed to optimize therapeutic strategies through the use of advanced diagnostics and digital tools. Precision Econostics, which is in step with Precision Medicine 3.0, utilizes health economic analytic methods and advanced diagnostics expertise to design optimal companion diagnostics strategies for biopharmaceutical clients.

When Caroline is not trying to “impact the world” she is equally passionate about making an impact at home where her daughter has just started college and her son is an IP lawyer. She grew up in South Africa and has had the opportunity to travel extensively. She loves coffee shops, and modern and tribal art... and she is a cable news junkie.