

Corporate Snapshot

Company Overview Pharmaceutical research intelligence firm Cutting Edge Information (www.cuttingedgeinfo.com) was founded in 2002 by Jason Richardson (Chief Executive Officer) and Adam Bianchi (Chief Operating Officer). The company is located in Durham, North Carolina, and offers customized consulting and a growing library of targeted and insightful pharmaceutical research reports. Cutting Edge Information delivers an innovative new approach to distributing comprehensive pharmaceutical and biotechnology benchmarking data. CEI offers objective, comprehensive primary and secondary research on critical industry issues that our competition cannot.

Pharmaceutical Practice Areas

- Pharmaceutical Marketing
- Medical Affairs
- Lifecycle Management
- Market Access
- Market Research & Decision Support
- Sales & Business Development
- Clinical Development

Clients

Executives at **more than 400** pharmaceutical and biotech firms and counting have used our original research reports to make critical decisions on issues of both strategy and tactics. Clients include Abbott, Amgen, AstraZeneca, Baxter, Bayer, Bristol-Myers Squibb, Eli Lilly, GlaxoSmithKline, Johnson & Johnson, Merck & Co., Merck KGaA, Novartis, Novo Nordisk, Pfizer, Procter & Gamble, Roche, Sanofi-Aventis, Schering-Plough, Teva, Wyeth and many others.

Management Team

Jason Richardson, President and Chief Executive Officer

Mr. Richardson, who co-founded CEI, has specialized in pharmaceutical consulting and real-company based research since 1996. His clients have included the world's top pharmaceutical firms and companies in the telecommunications, financial services, media, automotive, technology, and government sectors, among others.

Mr. Richardson leads Cutting Edge Information's customized consulting group, developing company-specific solutions for pharmaceutical and cross-industry clients. Selected focus areas in pharmaceuticals include marketing, sales force effectiveness, new product development, recruiting, customer service, thought leaders, sales forecasting, co-promotion, flex-time field forces, and medical science liaisons.

Mr. Richardson has been interviewed and quoted by the following sources: CNBC, Business Week, Pharmaceutical Executive, PharmaVoice, MedAd News, Inc Magazine, Sales and Marketing Management, Sales and Field Force Automation, ASM Catalyst, Biopharm, Call Center Management, American Banker, Quality Digest, Financial Services Marketing, Beyond Computing and Continental magazine. He has recently delivered keynote addresses for IMS, eyeforpharma, and the Management Roundtable.

Mr. Richardson graduated from the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill.

Adam Bianchi, Chief Operating Officer and Co-founder

Cutting Edge Information Chief Operating Officer and co-founder Adam Bianchi has assisted pharmaceutical and general-industry clients.

Mr. Bianchi leads Cutting Edge Information's research reports division, which develops research solutions aimed at solving problems for both pharmaceutical executives and managers looking for cross-industry information. He has a broad range of expertise helping clients in the following areas: brand management, corporate security, e-business, pharmaceutical-biotechnology partnerships, data warehousing, pharmaceutical staffing and structure, customer relationship management, and IT investment levels.

Mr. Bianchi's past consulting and technical work has focused on the use of technology to enrich the customer experience while enabling companies to better meet tactical and strategic goals. Prior to joining CEI, he worked in journalism, focusing on business, technology and global affairs; and in technology management, where he completed several large multimedia projects that helped push the early cutting edge for Internet technologies.

Mr. Bianchi received his Bachelor of Arts from the University of North Carolina at Chapel Hill.