

EXHIBIT B

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Peter Pitts

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Peter Pitts

3rd

Executive Partner at YourEncore

Greater New York City Area | Health, Wellness and Fitness

Current YourEncore, Center for Medicine in the Public Interest, Adherent Health, LLC.
Previous Porter Novelli, Manning, Selvage & Lee, FDA
Education McGill University

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500+ connections

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Background

Summary

Peter Pitts is President of the Center for Medicine in the Public Interest and Chief Regulatory Officer at Adherent Health Strategies. A former member of the United States Senior Executive Service, Peter was FDA's Associate Commissioner for External Relations, serving as senior communications and policy adviser to the Commissioner. He supervised FDA's Office of Public Affairs, Office of the Ombudsman, Office of Special Health Issues, Office of Executive Secretariat, and Advisory Committee Oversight and Management. He served on the agency's obesity working group and counterfeit drug taskforce and is a Special Government Employee (SGE) consultant to the FDA's Risk Communications Advisory Committee. He is also a Adjunct Scholar at the Washington Policy Center.

Specific areas of global policy expertise include FDA policy and process, healthcare technology assessment and reimbursement issues, biosimilar development, Rx-to-OTC switching, risk management plans, GMP policies, pharmacy education programs, drug safety, DTC/ITP, Critical Path, personalized medicine, clinical trial transparency, IP protection, FDA reform, drug importation, counterfeiting, genetically modified food issues, food safety and security, recalls, nutritional labeling.

Experience

Executive Partner

YourEncore

2015 – Present (less than a year) | New York City



President

Center for Medicine in the Public Interest

June 2004 – Present (11 years 2 months) | New York City

Created new public policy institute (initially within the Pacific Research Institute and then as an independent entity) to focus on global health care policy. Specific areas of global policy expertise include drug safety, reimbursement policy, EBM/HST, DTC/ITP, Critical Path, Personalized Medicine, Clinical Trial Transparency, IP Protection, FDA Reform, Drug Importation, Counterfeiting. Founded drugwonks.com in January 2006, now the leading health care blog devoted to the above-mentioned issues. 100,000 page views per month.

Author/Editor of "Coincidence or Crisis," a study of prescription drug counterfeiting in the EU, the US and LDCs, "Prescription for Progress," a report on the FDA's Critical Path initiative, as well as numerous articles and commentaries in publications ranging from Health Affairs, The New York Times, The Washington Post, The Wall Street Journal (US and European editions), BBC World Service, The Financial Times, The Boston Globe, The Washington Times, The Los Angeles Times, The San Francisco Chronicle, The Baltimore Sun, The Chicago Tribune, The Chicago Sun-Times, Barron's, Commentary, Investors Business Daily, The NewsHour with Jim Lehrer, all major television and radio networks, CSPAN, and major pharmaceutical publications.

People Also Viewed



Rob Dhoble

CEO of Adherent Health, LLC.



Steven Grossman

Public policy and FDA regulatory consultant



Tim Franson, M.D.

Chief Medical Officer at YourEncore



Donald Therasse, M.D.

Executive Partner, YourEncore



Joseph Lamendola, PhD

Proven Regulatory Global Leader across multiple therapeutic areas with a record of numerous key approvals



John Kamp

Executive Director at Coalition for Healthcare Communication



Asad Mannan

Adjunct EMT Practical Skills Instructor at Cuny Medgar Evers



Robert Goldberg

Vice President, Center for Medicine In The Public Interest



Wanda Moebius

Executive Vice President, Public Affairs at AdvaMed



William Looney

Editor in Chief at Pharmaceutical Executive Magazine

How You're Connected



You



Fred Leonhardt



Stephanie Wels



Jay Galbraith

Your connections can introduce you to someone who knows Peter



Peter Pitts

Regular speaker and panelist at US, EU, and Asian health care policy conferences, and a Visiting Fellow at the Centre for the New Europe (Brussels). Frequent government testimony

▶ 1 project

Chief Regulatory Officer

Adherent Health, LLC.
January 2013 – Present (2 years 7 months)

Adherent Health is the home of the Mobile Health Library (MHL), a HIPAA-secure, app-based safe use and health outcomes support system. MHL is designed for patient and physician education, engagement, and compliant actions to achieve greater healthcare adherence.

Partner/Director Global Health

Porter Novelli
2009 – July 2011 (2 years) | New York City

Global lead for senior level consulting on food/pharmaceutical/device/diagnostics regulatory issues and health policy development/health reform initiatives on the US and EU levels. Lead for Omnicom’s global “healthcare marketing reform” initiative.

Senior Vice President

Manning, Selvage & Lee
January 2005 – March 2009 (4 years 3 months) | New York City

Serves as MS&L’s lead advisor and counselor on global health care and related public policy issues. Manages global policy practice (based in Washington, DC with hub offices in New York, London, Brussels, and Shanghai.

Associate Commissioner

FDA
January 2002 – December 2004 (3 years) | Washington, DC

Senior policy advisor to FDA Commissioner. Supervised FDA’s Office of Public Affairs, Office of the Ombudsman, Office of Special Health Issues, Office of Executive Secretariat, and Advisory Committee Oversight and Management. He served on the agency’s obesity working group and counterfeit drug taskforce.

Managing Partner

Wired World Communications
July 1996 – February 2001 (4 years 8 months) | Indianapolis, Indiana Area

Wired World provides strategic public awareness for clients who are aggressively committed to an ambitious rise in profitability, visibility, and influence. Clients include Roche Diagnostics, Columbia Health Care System, Cardinal Health System, Novation, Golden Rule Insurance, Dynegy, CertainTeed, The Indiana Secretary of State, The United Way, Eaton Corporation, Mission Foods, The Indiana Pacers.

Marketing Director

Hudson Institute
April 1994 – June 1996 (2 years 3 months) | Indianapolis, Indiana Area

Manage all global policy initiatives, government relations, public affairs, marketing/fundraising, publication and promotional activities for one of the nation’s foremost public policy institutes. Develop and execute plans to maximize awareness of institute activities to government, media (traditional and internet-based), foundation community and private sector. Work with President and Trustees on development of policy initiatives and strategic planning. Headed project team for Health Care 2020 program.

Marketing Director

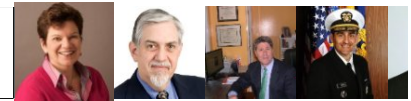
The Washington Times
January 1991 – April 1994 (3 years 4 months) | Washington, DC

Direct all advertising sales support, research, circulation promotion/marketing and public affairs activities. Develop and execute television, radio, print and outdoor advertising strategy for both The Washington Times and Insight Magazine. Work with senior business and editorial management to develop strategies for short and long term growth, acquisitions and product development

Marketing Director

New York Post
July 1989 – October 1990 (1 year 4 months) | New York City

People Similar to Peter



Barbara DeBuono, MD, MPH
Vice President, Market Development Group a...
Connect

Direct all marketing and sales service operations (promotions, research, merchandising, print and video presentations). Supervise consumer and trade advertising developed through outside advertising agencies. Speech writing for President and Publisher. Develop and implement marketing strategies to increase paid circulation and advertising revenue.

Creative Director

McCall's Magazine

February 1988 – December 1989 (1 year 11 months) | New York City

Direct all marketing activities for McCall's advertising division. Responsible for developing special sections, direct marketing and value added programs and "Big Ideas."

Associate Creative Director

Reader's Digest

January 1985 – December 1988 (4 years) | New York City

Develop and supervise the creation of advertising projects for domestic and international editions of Reader's Digest for major clients such as Seagram's Kodak, Bayer, Proctor & Gamble, and Prudential. Responsible for the creation and sales of over a dozen million-dollar ideas. Create category newsletters, direct mail programs, video presentations, brochures and sales materials.

marketing

cable health network

1984 – 1986 (2 years) | New York City

Create sales, affiliate and corporate advertising/promotion materials. Develop media strategies for consumer and trade campaigns. Publicity writing.

Honors & Awards

FDA Commissioner's Commendation

Counterfeit Drug Task Force

FDA Commissioner's Commendation

Obesity Working Group

Projects

Sample Publications

Sample Publications

- In Praise of a BRAT, Drug Information Journal, November 2012; vol. 46, 6: pp. 645-646.
- The Tao of Biosimilars, Drug Information Journal, July 2012; vol. 46, 4: pp. 393-396.
- Government Detailing, Drug Information Journal, May 2012; vol. 46, 3: pp. 286-291.
- PEEKABOO—ETASU!, Drug Information Journal, March 2012; vol. 46, 2: pp. 158-159.
- The Danger of... **more**

IPF Guidance for Industry

October 2014

Senior Project Management.

Facilitate development of IPF Guidance for Industry, act as liaison between FDA, PFF, NIH, patient and caregivers, and additional collaborators. Facilitate development of working groups and moderate and host meetings on behalf of the PFF.

The goal of the guidance is to encourage the FDA and trial sponsors to engage patients and their families at all stages of trial... **more**

3 team members

Peter Pitts
Executive Partner at YourEncore

Dolly Kervitsky
Principal at PF Strategies



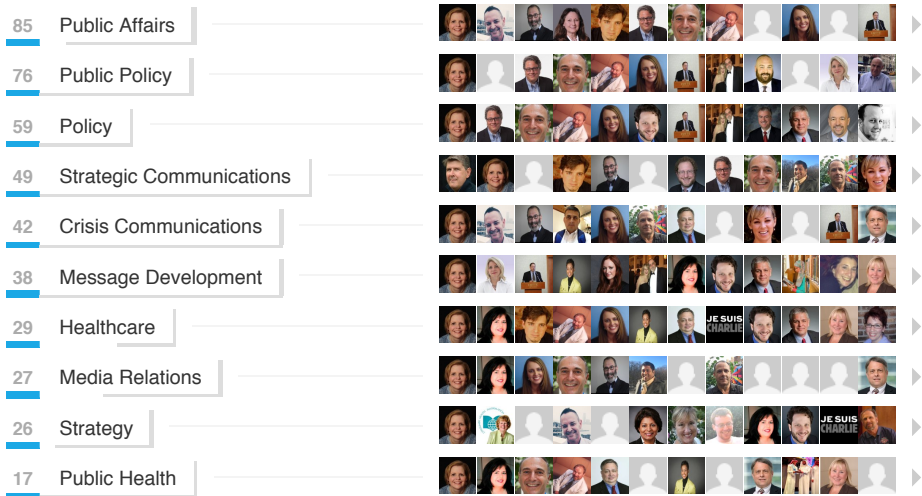
Gregory Cosgrove

Languages

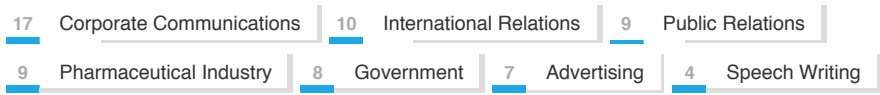
French

Skills

Top Skills



Peter also knows about...



Education

McGill University

Recommendations

Given (9)



Shelly O'Donovan
Manager, Federal and State Legislative Policy/Think Tank Engagement Lead, Public Policy Dept.

“ Why is Shelly impressive? Many reasons -- but #1 on my list is that she always places her employer's corporate priorities in the context of what's best for the public health. She is able to do this because of her smart, savvy, and strategic understanding of healthcare policy in both the near and far term. She is a master of the art of the possible when it comes to

getting... [more](#)

January 20, 2015, Peter was with another company when working with Shelly at GSK



Will Henderson, Jr.
Director, Public Relations & Marketing

“ I was fortunate to have Will hire my company to execute his vision of a newly branded Cardinal Health System. His creativity and trust allowed us to team up and create a campaign that focused on the strengths of CHS as a world class community health organization. Will is quick with a compliment, subtle with his criticism and honest always. It's a special experience when a... [more](#)

January 30, 2014, Peter was with another company when working with Will at Indiana University Health Ball Memorial Hospital



Mohamed Abdelhakim Farag
Technical Assistant- Assistant Programme Officer-NPO

“ I have worked with Mohamed to educate a wide variety of senior Middle Eastern regulatory professionals on issues ranging from quality and safety to pharmacovigilance. His knowledge and ability to improve public health through clearly communicating global best practices is very impressive as are his interpersonal skills in doing so in a positive and politically astute... [more](#)

December 10, 2013, Peter was with another company when working with Mohamed at World Health Organization



David Schraeder
Vice President

“ David is that rare person who is a big thinker and a "detail guy." That combination of strategy + tactical implementation made smart things happen on the clients that we worked on together. He's also a really nice guy and a team player. He's a quick read and a tremendous asset to any organization he works for or with. I cannot recommend him highly enough.

October 1, 2013, Peter managed David indirectly at MSLGROUP



Jacob Arfwedson
Director Paris Office & Senior Fellow

“ Jacob is one of the most savvy thinkers in European healthcare issues that I know. In addition (and of equal import) he is able to use his knowledge and sharp analytic skills to use his knowledge to create real-world marketing strategies and solutions. This sets him above and apart from the usual policy person. He is a valuable asset to both governments and private industry.

October 21, 2011, Peter worked directly with Jacob at Center for Medicine in the Public Interest

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FDA and ex-FDA
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