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Author Profile



Siva has over 18 yrs of experience in developing product value propositions through market/customer focus, research excellence, and brand strategy support. He is a proven leader and team builder with business and clinical backgrounds. Siva built a strong career in HEOR and Market Access within Pharmaceutical industry through tenures at Human Genome Sciences (GSK), Merck & Co., Boehringer-Ingelheim and BMS, covering several therapeutic areas and markets. Within healthcare provider sector, Siva has in-depth experience in Long Term Care (LTC) segment, through his tenure at Beverly Enterprises covering the clinical and strategic evaluations across a spectrum of LTC services. In the consulting arena, Siva held a position of Senior Vice President leading Global Treatment Performance Optimization/HEOR Business Unit at TNS (now, part of Kantar) and currently serves as Senior Vice President at Ipsos to lead Global Evidence, Value and Access division/COE, helping clients generate and/or communicate evidence to support their product value propositions.