

pharma

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Converge Consulting



Converge Consulting

Bridging the Gap between Strategy and Execution

Biopharmaceutical firms face high levels of risk and uncertainty throughout their drug discovery and development lifecycle, from performing preclinical studies to conducting clinical trials, as well as preparing for commercialization and global growth. There are technical challenges, evolving regulatory requirements, and significant capital that needs to be invested before a drug is brought to market.

To create a competitive advantage within a healthcare industry increasingly focused on patient outcomes and bring their much-needed drug therapies to patients faster, biopharma companies must align their strategy, operations, and execution activities into a seamless pipeline. Massachusetts-based Converge Consulting helps firms achieve precisely that.

“We operate at the intersection of strategy, operations, and execution to bridge the gaps between sound drug development strategy and its reliable execution. Our company was founded to assist life sciences companies in understanding the new trends in medicine and the healthcare environment, as well as help them bring their science to market faster,” says Todd Applebaum, managing director of Converge Consulting.

Making this possible is Converge Consulting’s methods, delivered by experts that have practical experience in managing the different phases of a biopharma company’s lifecycle. They possess extensive experience with pharmaceuticals, biologics, and regenerative therapies. Their cross-functional knowledge allows them to identify the challenges and bottlenecks that may impede moving a product from clinical to commercial stages, building the supply chain operations to launch treatments commercially, and establishing suitable governance models for efficient decision-making. Biopharma companies can move from one stage of growth



Scott Rosenberry,
Partner/VP,
Business Development

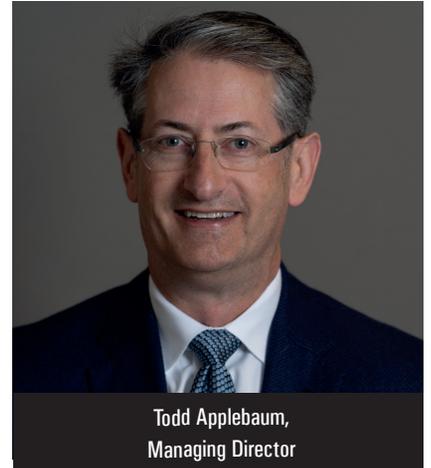
to another and find there are scale-up considerations and many new challenges.

This industry know-how is perfectly matched by competent strategy building from the Converge team, which Scott Rosenberry, partner and VP of business development, regards as one of the firm’s key differentiators.



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Most consulting firms help their clients strategize but can’t help them operationalize those strategies. This often creates massive gaps between the strategy’s conception and execution. Converge Consulting aims to completely eliminate those setbacks, using established tools and methodologies to help biopharmaceutical organizations operationalize their strategies, maintain a focus on improved



Todd Applebaum,
Managing Director

patient outcomes, and achieve their business objectives at scale.

Converge Consulting has supported dozens of pharmaceutical and biotech companies in reaching essential business goals. For instance, a company in Phase Two clinical trials for a rare disease indication recently sought help as they began to prepare for commercialization. As they started their pivotal Phase Three study, Converge created a four-year roadmap of the critical initiatives required to bring their product to market. The roadmap included everything from manufacturing operations, supply operations, quality systems, and both physical and IT infrastructure to aspects of sales, marketing, and market access operations. The roadmap was aligned with the client’s regulatory and clinical development milestones to accurately gate key investments and hiring. This helped the company drastically shrink their product launch timeline and manage their risks.

Converge Consulting aims to become a trusted partner in the success of its innovative biopharma clients, staying by their side throughout each stage of their lifecycle and helping them commercialize their advanced therapeutics without a hitch. 

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*The annual listing of 10 companies that are at the forefront of providing
Pharma Consulting/services and transforming businesses*