



## The 2024 Trailblazers in Health Care

Meet the people helping us feel – and live – better

### Michael Rhoads



*President and CEO, Pennside Partners Holdings*

Twenty-five years ago, Wharton MBA graduate Michael Rhoads founded Pennside Partners to provide business insights to pharmaceutical and biotechnology firms. He remains president and CEO of the Philadelphia-based firm, which was acquired in 2018 by Two Labs/Envision and has expanded its pharmaceutical consultancy to Europe, Asia and beyond. But Rhoads and Pennside remain in Philadelphia, where the biotechnology sector is booming – and nearly every major pharmaceutical outfit is a client.



Founder and President of Pennside Partners Ltd, a leading Pharma consultancy offering competitive insights into clinical and commercial aspects of Rx Pharma lifecycles. Strategic and tactical support for a host of mega-blockbuster launches across primary care and specialty/biopharma categories since 1990.

Legacy focus on high performing Launch, LCM and Market Access functions within the global Pharma sector. Deep clinical credentials complement three decades of commercial benchmarking and market access innovation. Business acquired by Two Labs / Envision Pharma in late 2018.

Current consulting and finance activities organized under the Pennside Partners Holdings, Inc umbrella entity.

## Foundation for Reading Public Museum Appoints Five New Board Members

by Reading Public Museum

- Michael Rhoads, a long-term Reading resident, is the founder and president of Pennside Partners Ltd., a leading consultancy to the global Health Care industry with offices in Berks County, the UK, and Switzerland. An avid art collector and supporter of local philanthropic, cultural, and educational causes, he currently serves on the Reading Public Museum's Collections Committee.

