

DAVID E. EGERTER, PhD, *CURRICULUM VITAE*

EDUCATION

University of California, Santa Cruz, CA
Certificate, Science Writing, 1988

University of California, Berkeley, CA
PhD, Parasitology, 1986

University of California, Berkeley, CA
MS, Medical Entomology, 1982

Stanford University, Stanford, CA
AB, Human Biology, 1978

EXPERIENCE

MedComm Strategic Consulting, 1067 Walker Ave, Oakland, CA 94610

4/06–present **Principal.** Broadly experienced, independent consultant and writer/editor specializing in medical communications strategy projects involving publication and advocacy planning, and medical education programming (eg, advisory board and congress symposia, from concepts to presentation development and on-site management). Skilled at positioning, educational messaging, gap analyses, competitive intelligence, and providing scientific direction. Particular expertise in oncology—all major solid and liquid tumors, diagnostics, supportive care, therapy (cytotoxics, radiation, targeted biologics, immuno-oncology), health economics and outcomes research—and biotechnology drug development. Additional expertise in bone health, cardiovascular (ACS, heart failure, thrombosis/hemostasis), immunology, inflammation, infectious disease, nephrology, neurology, parasitology, and radiology. Recent project topic areas include oncology (liver, lung, colon, breast, and prostate cancers, melanoma, glioblastoma, leukemia; small molecule kinase inhibitors and monoclonal antibodies [eg, anti-angiogenic, anti-EGFR, anti-MET], “checkpoint inhibitors” and other immuno-therapeutics), cardiovascular (anti-thrombotics, oral anticoagulants), and tropical disease (childhood diarrhea, malaria, leishmaniasis). Additional recent experience in healthcare information technology and “big data”.

See website: www.medcommstrategy.com.

Recent Consulting Experience

11/17–present **Editor,** inquiry@UC Santa Cruz. Ongoing contract position managing all aspects of creating a unique university publication, currently in its fourth (2018-19) edition, an annual UC Santa Cruz research magazine jointly sponsored by the Office of Research and University Relations, with content written exclusively by alumni of the internationally renowned UCSC Science Communication Program (my “SciCom” Program training completed in 1988). Responsibilities include planning content and timelines, inviting, choosing, assigning, and contracting SciCom alumni freelance writers, editing all content, ensuring collection of appropriate artwork, directing layout of both print and e-versions of the magazine, proofing final copy and layout, and approving writer payments.

9/16–6/18 **Senior Medical Writer,** [IBM Explorys for Life Sciences](#). Part-time position supporting marketing and publication activities associated with a “big data” electronic medical record (EMR)-based database (54 million+ unique patients) and analytics solution for life sciences organizations

seeking insights and evidence from real-world clinical data. Role involves assisting (strategy, writing/editing) with marketing plans (value propositions, messaging, competitive intelligence) and materials (eg, solution briefs, videos, slide decks), publication planning, and peer- and non-peer-reviewed publications.

- 6/15–10/16 **Consultant, Strategic Publication Planning**, [Mirna Therapeutics](#). Part-time position consulting directly to management team of early-stage biotech company engaged in first-in-human clinical trial of a microRNA therapeutic (MRX34) for cancer. Developed strategic publication plan for MRX34 and pipeline, established “good practice” protocols for publication development, and provided writing/editing support for congress abstracts and presentations (including five MRX34-related abstracts submitted to ASCO 2016, one accepted for oral presentation) and primary reports for peer-reviewed journals.
- 3/15–8/15 **Consulting Scientific Director**, [StemScientific](#). Part-time, temporary position consulting to agency on publication strategy and development for the Bristol-Myers Squibb nivolumab (Opdivo®) in lung cancer account. Provided scientific direction for development of 2016–2019 strategic publication plan and oversight and writing/editing of publications in progress (congress abstracts and presentations, including for ASCO, primary and review articles for peer-reviewed journals) to support this key component of the BMS Immuno-Oncology franchise.
- 11/14–7/15 **Consultant, Strategic Publication Planning**, Sutter Health Research, Development and Dissemination (funded by [Better Health East Bay](#)). Consulted on planning and execution of publications related to Sutter Health RDD “big data”-related projects, initially for the Camden Coalition partnership. Deliverables included detailed publication plans (planned congress and journal activity) for various projects, process recommendations for monitoring and progressing publication objectives, and medical writing/editing of congress abstracts/presentations, and data reports and commentaries for internal audiences and journals.
- 8/14–12/14 **Consultant, Medical Writing and Editing**, [Genomic Health](#). Part-time position consulting to leading cancer diagnostics company. Provided medical writing and editing support for marketing activities (sales aids, educational sheets, slides) promoting Oncotype DX® test and related services for breast cancer.
- 1/14–7/14 **Acting Scientific Director**, [StemScientific](#). Full-time, temporary position as agency scientific lead on Bristol-Myers Squibb oncology publication accounts for ipilimumab (Yervoy®) and nivolumab (Opdivo®). Co-led account teams, managed and edited work of five associate/assistant scientific directors and medical writers, completed writing and strategic publication planning projects, and served as content lead for advisory boards. Ensured scientific/medical accuracy and strategic focus of peer-review publications and other external and internal communications supporting BMS Immuno-Oncology franchise.

Past Employment

ApotheCom Associates, LLC, 484 9th St, Oakland, CA 94607

- 8/04–4/06 **Senior Vice President, Scientific Direction**. Reporting to President, ApotheCom Associates, managed staff of up to five Directors, Scientific Services, and served as scientific lead on Genentech account (Avastin®) and Amgen accounts including two products in oncology

(NEUPOGEN®/ Neulasta®, Aranesp®) and one in development for bone health (denosumab [AMG 162]), primarily in a strategic consulting capacity (publications, advocacy, and medical education). Participated in new business development, both domestic and global.

1/02–8/04 **Vice President, Scientific Services.** Reporting to Managing Director of office, managed growing scientific services and editorial department of 10 staff, with five direct reports including three directors of scientific services, a scientific writer, and a manager of editorial services. Also managed pool of freelance and contract scientific writers. Worked with business development team to identify targets and develop and deliver pitches. Served as primary scientific lead on Amgen account, consulting on global NEUPOGEN®/Neulasta® publication planning and the ANC Study Group, and supervising/participating in projects from initial recommendations to completion.

4/00–12/01 **Director, Scientific Services.** Reporting to Managing Director of office, responsible for scientific and editorial aspects of medical education business, including pitching, project work (publications, slides, meetings), and strategic consulting for newly created San Francisco office of five-office network headquartered in Yardley, PA. With Amgen as major account responsibility, worked primarily with NEUPOGEN® franchise, serving as primary scientific account lead for launch of Neulasta®, as well as for the ANC Study Group. Managed growing editorial and scientific services department, including hiring, daily supervision, and performance reviews of editorial and scientific writing/services staff. Managed external group of freelance and contract writers, assigning projects and providing direction regarding client scientific and marketing objectives.

Training Wilson Learning, The Consultative Process, July 2005
AMA Manager Course, November 2002

Grey Healthcare West, 805 Veterans Blvd, Ste 210, Redwood City, CA 94063

4/98–4/00 **Scientific Services and Editing Supervisor.** Responsible for scientific and editorial aspects of medical education business, including project work, strategic consulting, and pitching for West Coast division of Grey Healthcare Group. Major accounts included clients in the following treatment areas: cardiovascular (**Searle, Genentech, Icos**; acute coronary syndromes, stroke, heart failure), critical care (**Lilly**; sepsis), neurology (**Immunex**; multiple sclerosis), psychiatry (**Lilly**; depression), nephrology (**Amgen**; renal failure), and oncology (**Amgen, Genentech, Agouron**; cancer-related anemia, biologicals).

FCB Healthcare, One Lombard, San Francisco, CA 94111

9/97–4/98 **Senior Editor, Pro/Health.** Responsible for editorial aspects of medical education projects for major arthritis account (**Searle**; COX-2) and several smaller accounts, including meeting development (working with client, account executives, and physician advisors to create appropriate agendas, identifying and inviting faculty, producing meeting materials [workbooks, bios, abstracts, slides, posters] and managing faculty on-site) and development of spin-off materials (manuscripts for peer-reviewed journals, newsletters, slide kits). Additional responsibilities included managing a top-advocate-level physician advisory board as well as client relations with respect to content issues, supervising assistant editors, managing freelance writers, providing creative and budgetary input on new business, presenting at pitches, and working closely with team of account executives, creative director, project directors, art directors, traffic personnel, graphic artists, copyeditors, proofreaders, and word processors to complete projects on deadline and within budget.

Medical Publishing Associates, Inc, 122 Ocean Park Blvd #512, Santa Monica, CA 90405

2/97–8/97 **Independent Contractor, with working title of Vice-President—Operations, *Women’s Health Review*.** Contracted to bring new women’s health and wellness newsletter publication to market. Responsibilities included conducting market research, developing and producing marketing materials, recruiting Physician Advisory Board, redesigning publication, developing editorial content (planning, soliciting manuscripts, writing, editing), producing prototype, and managing operations (obtaining print bids, developing pricing and advertising rates, budgets, business plan).

Miller Freeman, Inc (now CMPMedica), 600 Harrison St, San Francisco, CA 94107

10/94–2/97 **Publisher, Healthcare Education Products.** Management responsibility for healthcare-related educational products—custom-imprinted marketing newsletters (*Magnetic Resonance Update* and *Consultations in Radiology and Imaging*), continuing education programs (*Magnetic Resonance Update, Consultations in Radiology and Imaging, MR Technologist*), and self-developed-and-sold custom publishing projects (for corporate customers such as **Nycomed** and **Siemens Medical Systems**)—in Healthcare Communications Group of global trade-publishing and exhibition company. Managed all aspects of operations, including budgets (\$1 million annual revenue), research and development, marketing, sales, and editorial/production. Supervised staff of three, including executive editor, operations/production manager, and accounts manager. Top edited all content, approved layouts, and proofed through blue lines. Negotiated project prices with printers and print representatives, ordered print jobs, and had signing authority on invoices.

1/91–1/95 **Editor, *MR*,** self-developed bimonthly trade magazine with circulation of 20,000 for users of clinical magnetic resonance imaging, including radiologists, other medical specialists, radiologic technologists, and healthcare administrators. Developed original magazine concept and editorial departments. Designed magazine with art director. Planned editorial calendar and individual issues. Managed editorial budget. Solicited manuscripts and artwork, including cover art. Edited all content, developed and approved layouts, and proofed through blue lines. Wrote editorials. Worked with publisher to support advertising sales.

1/92–10/94 **Executive Editor, *Diagnostic Imaging*,** monthly trade magazine with circulation of 30,000 for users of clinical medical imaging, including radiologists, other medical specialists, and healthcare administrators, with news focus covering both clinical and socioeconomic aspects of medical imaging. Worked as back-up to editor on all aspects of editorial content development, including issue planning, budgeting, cover design, soliciting of manuscripts, article editing, layout development and approval, proofing through blue lines, and occasional writing of editorials and other magazine content. Planned and managed all editorial content, including cover designs, for multi- and single-sponsor supplements to magazine. Supervised staff of 10 in editor’s absence.

4/91–10/94 **Executive Editor, *Magnetic Resonance Update* and *Consultations in Radiology and Imaging*,** physician-authored, custom-imprinted clinical newsletters reviewing appropriate clinical applications of medical imaging technology (MRI, CT, ultrasound). Used by imaging centers and radiology groups as monthly educational program to ethically market services to referring physicians. Responsible for all aspects of production leading to final newsletter product: managed editorial budget; planned, researched, and developed newsletter content; selected, solicited, and managed appropriate academic physician authors; edited manuscripts, developed and approved layouts, and proofed through blue lines.

- 7/89–12/91 **News Editor, *Diagnostic Imaging*.** Planned and managed content and artwork for 12-page news section of monthly magazine. Researched and wrote news stories, reports, and articles. Supervised and assigned and edited copy produced by news writing staff of two, plus freelancers. Coordinated coverage and reporting on clinical advances presented at scientific meetings.
- 9/88–7/89 **Assistant Editor, *Diagnostic Imaging*.** Researched and wrote news stories, reports, and articles.
- 6/88–9/88 **Intern, *Medical World News* magazine.** Researched and wrote news stories.

University of California, Santa Cruz, CA

- 1/88–3/88 **Intern, Stanford University News Service.** Researched and wrote news stories and press releases.
- 10/87–6/88 Enrolled in Science Communication Graduate Program. Coursework and internships leading to certificate in science writing.

University of California, Berkeley, CA

- 10/86–9/87 **Postdoctoral Research Fellow.** Under direction of Dr. Joseph Tanada, performed laboratory research investigating viral pathogens of agricultural insect pests.
- 12/81–12/86 Multiple papers presented at various scientific meetings, including the Entomological Society of America, Society of Invertebrate Pathologists, American Mosquito Control Association, Society of Vector Ecologists, and the VII International Congress of Protozoology (1985, Nairobi, Kenya).
- 1/80–9/86 **Research Assistant.** Assisted major professor, Dr. John Anderson, in field and laboratory research involving ecology and biological control of mosquitoes.
- 9/79–9/86 Coursework and field and laboratory research culminating in MS and PhD theses and peer-reviewed publications.

Regents' Fellowship: Full fees and stipend, Academic Years 1984-85 and 1983-84.

Chancellor's Patent Fund Award: \$800, awarded 2/1/83.

Program in Human Biology, Stanford University, Stanford, CA

- 3/79–8/79 **Biological Technician,** Zoecon Corporation, 975 California Ave, Stanford, CA.
- 11/78–3/79 **Teaching Assistant** to Dr. Carl Djerassi, "Pest Control—Technical and Policy Aspects."
- 9/77–6/78 **Research Assistant and Teaching Assistant,** "Issues in Environmental Policy."
- 1/77–3/77 **Laboratory Assistant,** Auditory Neurobiology Laboratory.
- 9/76–3/77 **Teaching Assistant** to Dr. Donald Kennedy (former FDA Commissioner and Stanford University President, former Editor-in-Chief *Science* magazine), Human Biology core curriculum.