



RUTGERS

INTRODUCTION TO iJOBS PROFESSIONAL TRACKS

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Medical Science Building, Room C600
185 South Orange Avenue
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Newark, NJ 07103

Intellectual Property Management

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James J. DeCarlo is an Intellectual Property Shareholder in Greenberg Traurig's New York and New Jersey offices. A registered patent attorney and Electrical Engineer, he is actively involved in virtually all aspects of intellectual property counseling. Jim's experience includes litigating patent matters in District Courts around the country, handling matters before the PTAB, counseling clients on the strategic use and management of intellectual property assets and drafting infringement, validity and freedom to operate opinions. He also counsels clients on the drafting and negotiating of complex technology agreements and directs the prosecution of patent applications in areas such as electronic commerce, cloud computing, virtual and augmented reality, streaming media, Internet search engines, search advertising, client/server systems, mobile and land based telecommunications, and computer software and hardware. In addition, Jim's matters have covered other wide ranging technology areas including semiconductors, semiconductor fabrication, pharmaceuticals, medical devices, fiber optics, cameras, injection molding, manufacturing, toys, pulp and paper, steel production, electronics and electro-mechanical devices.

J.D., *cum laude*, New York Law School, 1991

B.S., Electrical Engineering, Worcester Polytechnic Institute, 1980

Business Management

Sidnee C Pinho
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Sidnee is a career consultant, having started in the high tech industry and transitioning to the life sciences industry by joining the Frankel Group in 1997. She has managed a multitude of projects across functional areas and therapeutic categories, and has managed the business since 2006. In January 2014, the Frankel Group was acquired by Huron Consulting Group and became part of Huron Life Sciences. As the Head of Business Strategy & Management for the Life Sciences practice, Sidnee is focused on the integration of the 2 sides of the business, but longer term on the strategic, operational, and financial success of the practice.

Prior to joining Huron, for 8 years Sidnee served as the Frankel Group's Director of Operations for this ~50 person firm that provided consulting services to the life sciences industry. Strategic responsibilities included creation and execution of Frankel's annual and 10 year strategic plans, evaluation of partnership opportunities, new product development, and branding / marketing. Operational responsibilities included firmwide recruiting, training, mentoring, professional development, capacity planning, project staffing, and general company management.

Before serving as the Director of Operations, Sidnee worked for 10 years as a client-facing consultant, first in the role of analyst at Booz Allen & Hamilton, and then in the roles of Associate, Consultant, Senior Consultant, and eventually Principal at the Frankel Group. In the role of Principal, Sidnee developed and cultivated client relationships, and supported the generation of continued account revenue. Project experience fell into 4 main strategic categories: Corporate Strategy, R&D Strategy, Commercialization Strategy, and Licensing/Merger/Acquisition Strategy, all for Life Sciences clients.

- Masters of Business Administration in Finance & Marketing, with honors, NYU/Stern
- BAS in Finance from the Wharton School of Business, with honors, the University of Pennsylvania
- BSE in Systems Engineering from the School of Engineering, with honors, the University of Pennsylvania

Clinical and Regulatory Testing Support

Barbara Gladson, PT, OT, PhD
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Dr. Gladson is the Director of the Rutgers-BioPharma Educational Initiative/MS in Clinical Trial Sciences. She is a Professor in pharmacology with appointments in both the School of Health Related Professions and the Graduate School of Biomedical Sciences at Rutgers Biomedical and Health Sciences. Dr. Gladson's areas of teaching include Pathophysiology, Pharmacokinetics, Clinical Pharmacology, and Cultural Diversity in Clinical Trials. She has degrees from the University of Pennsylvania (BS in Occupational Therapy), Columbia University (MS in Physical Therapy) and the Rutgers Graduate School of Biomedical Sciences (PhD in Pharmacology). Her research experiences in basic sciences have been in the area of patch clamping and ion channels, but more current research is clinically based in education and hepatitis. Dr. Gladson is a past president of the Consortium of Academic Programs in Clinical Research and is currently involved in establishing accreditation standards for academic clinical research programs. She serves on two editorial boards and has published a textbook on pharmacology.

Science and Health Policy

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Alexander Habib is a public affairs and policy communications manager, specializing in executing comprehensive communications strategies and managing political, governmental and media relations. He has experience directing various public issues campaigns and public relations programs for both political and public policy initiatives and continues to provide strategic messaging and political reputation counsel.

Formerly, Alexander was Chief of Staff to a member of the NJ General Assembly,

effectively serving as senior policy advisor. During this time he served as chief aide to the Chairs of both the Assembly Consumer Affairs and Regulatory Oversight & Gaming Committees. Having also worked as a campaign field operative, communications director, campaign manager and senior campaign advisor for several political campaigns throughout New Jersey, his counsel remains sought after. Just in 2013, he served as a campaign advisor and member of Jersey City Mayor Steven Fulop's Transition Team.

Alexander received his Bachelor of Arts in Political Science and Minor in Philosophy from Rowan University. He briefly studied European Politics, Security and Conflict at the Danish Institute for Study Abroad (affiliated with the University of Copenhagen in Denmark) and received his Masters of Public Administration in Health Policy from the Wagner School at New York University.

Health Data Analysis

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Robert Goldberg is Vice President and co-founder of the Center for Medicine in the Public Interest (www.cmpi.org), a non-profit organization that advocates for consumer access to medical innovation, better health information and personalized healthcare. Along with Peter Pitts, Dr. Goldberg hosts the popular and controversial blog on the pharmaceutical industry and healthcare, www.drugwonks.com.

Prior to founding CMPI, Goldberg was Director of the Manhattan Institute's Center for Medical Progress and Chairman of its 21st Century FDA Task Force that examined the impact of the FDA's Critical Path Initiative on drug development and personalized medicine.

He has written for The Wall Street Journal, The Washington Post, the Los Angeles Times, National Review Online, The Chicago Tribune, The Philadelphia Inquirer, The New York Sun and writes regularly for The American Spectator (where he broke the story about Obama Medicare director Donald Berwick's admiration for Britain's National Health Service); the New York Post and The Weekly Standard. He is an expert on Medicare reform, comparative effectiveness and FDA's Critical Path Initiative and the author of many papers including, "Insta-Americans: The Empowered (and Imperiled) Health Care Consumer in the Age of Internet

Medicine," and with John Vernon, "Alzheimer's Disease and Cost-effectiveness Analyses: Ensuring Good Value for Money?" and "Economic Evaluation and Comparative-Effectiveness Thresholds: Signals to Firms and Implications for R&D Investment and Innovation." He is also author of the book, "Tabloid Medicine: How the Internet is Being Used To Hijack Medical Science For Fear and Profit." (Kaplan, December 2011).