

**Deanna A. Manfredi, Ph.D., MBA:**

Dr. Manfredi is the Director of her own qualitative market research firm, Manfredi Consulting. She has over 15 years of industry experience as a project manager, moderator, report writer and presenter. Well versed in all major pharmaceutical treatment categories, Deanna has conducted and managed qualitative market research projects all over the world including Western and Eastern Europe, Latin America, South East Asia, and Australia. She has moderated thousands individual in-depth interviews and focus groups with physicians, patients and medical third-party payers.

Deanna has a special interest and competency in the CNS market (antidepressants, antipsychotics, anxiolytics, anti-dementia, ADHD, and addiction treatments), having completed dozens of projects that benefit from her doctorate in cognitive psychology and clinical experience as a licensed psychologist. She also has considerable experience in cardiovascular (hypertension and lipid lowering agents), anti-infectives (antibiotics, antivirals and antifungals), respiratory (allergy, asthma and COPD), endocrine (diabetes, hormone treatments), GI (GERD, IBS), gynecology (contraceptives, endometriosis, premenstrual dysphoric disorder, hormone replacement, female sexual dysfunction), musculoskeletal (osteoporosis), oncology (breast cancer), and urology(erectile dysfunction) as well as other treatment categories.

Deanna started her career in market research as a Project Director for National Analysts, Inc. in Philadelphia then moved on to several positions as a practicing clinical psychologist before taking a position with TVG, Inc. where she quickly became a Vice President and served for seven years before venturing out and creating her own company. She completed her Ph.D. in Cognitive Science at Princeton University where she also earned an MA in psychology. She also holds an MBA in Health and Medical Services Administration. She was a Romance Language major in college, has lived and studied for extended periods abroad and is fluent in Spanish and Italian and functional in French and Portuguese.