

Deanna A. Manfredi, Ph.D., MBA
Manfredi Consulting
215-531-3279
deannaman@aol.com

Consulting History

May 2006 – Present: Independent Contractor specializing in qualitative market research for the pharmaceutical, medical devices and diagnostics, and biotechnology industries

- Moderating (Individual in-depth interviews, focus groups, teledepths)
- Report writing
- Project management (domestic and international)

November 1999 – May 2006: Vice President, TVG, Inc.

- Involved in all aspects of qualitative research management (business development, proposal preparation, budgeting, data collection, analysis, report writing, final presentations)
- Consistently top company performer in terms of sales, revenue and repeat business
- Team Leader with multiple direct reports (responsible for training and ensuring team goal targets were met)
- Experience in all major treatment categories and 100% medical/pharmaceutical focus (payers, physicians and patients)

September 1996 – October 1999: Mental Healthcare Provider/Psychotherapist

- Licensed psychologist treating patients in University Medical Center (Hahnemann/MCP), Community Mental Health Centers (Northeast Treatment Center), and Managed Behavioral Health Plan (Integro, now Magellan)

January 1994 – August 1996: Senior Project Manager, National Analysts, Inc.

- Provided qualitative & quantitative project management for market research assignments in the medical, telecom, utilities, financial services, and package delivery industries

Degrees and Licenses

Ph.D. Princeton University (Cognitive Science)

M.A. Princeton University (Cognitive Psychology)

MBA Widener University (Health and Medical Services Administration)

B.A. Franklin & Marshall College (Psychology and Spanish)

Licensed Psychologist (PA)

Other Relevant Skills

Extensive experience in managing and executing international research projects

- Has conducted highly successful projects in Canada, UK, France, Germany, Italy, Spain, Austria, Poland, Sweden, Denmark, Turkey, Taiwan, Japan, Mexico, Brazil, and Australia
- Conversational in Spanish, French, Italian and Portuguese

In-depth competency in CNS market with extensive experience in antidepressants, antipsychotics, anxiolytics, anti-dementia, ADHD, and addiction treatments

- Also experienced 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)

Proficient in all Microsoft Office applications

Professional Memberships

QRCA (Qualitative Research Consultants Association)

APA (American Psychological Association)

PPA (Pennsylvania Psychological Association)

Sigma Xi (National Scientific Research Association – Princeton Chapter)

Princeton Club of Philadelphia (Alumni Network)