

# **Mike Rea**

**CEO at IDEA Pharma**

Cranfield, Beds, GB

The Change Maker: How Innovation Makes It To Market In Pharma

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## **Biography**

Mike Rea (Principal IDEATOR; Big IDEA - IDEA Pharma) Mike has worked in global pharma for over twenty years, and is a recognized industry leader, named one of the Top 10 Innovators in Pharma (June 2012), and voted in the PharmaVoice 100 Most Inspiring Individuals in Healthcare in 2011. Mike has led path-to-market strategy for over 60 pharmaceutical brands, including over half of the 50 fastest growing brands in the 2005-2010 period, plus over 3 in 4 of the 15 products identified as BlockBuster Contenders in FiercePharma's pipeline review in October 2011. Mike authored Medical Marketing Manual: Branding Pharmaceuticals, is a thought leader on positioning and branding, and has chaired several international conferences on pharmaceutical positioning, market access, portfolio strategy and lifecycle management. Outside work, Mike owns an independent record label, enjoys advanced and track driving, listens to too much music and plays guitar badly.

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## **Availability**

Keynote, Panelist, Host/MC, Author Appearance

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## **Industry Expertise**

Biotechnology, Pharmaceuticals, Design

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## **Areas of Expertise**

Innovation, Strategy, Lifecycle, Product Design, Path-To-Market, Ideation

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## **Sample Talks**

**How Innovation Launches**

The role of product design in the future of pharma

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## **Education**

**University of Newcastle Upon Tyne**

BSc Genetics

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## **Accomplishments**

**PharmaVoice 100 Most Inspiring In Healthcare**  
The Change Maker

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