

# Neil Mellor

**Global Business Development Consultant at Thought Leader Select**

Markham, ON, CA

20-year pharmaceutical industry veteran available for company training/workshops in support of KOL strategies/compliance

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Neil Mellor is a pharmaceutical executive with over 25 years experience in sales, marketing and business development, both in Canada and Europe. Neil's leadership has driven the successful performance of some of the world's biggest prescription drug brands for companies like GSK, Pfizer, and Abbott. Neil has extensive experience managing products in the CNS, cardiovascular and GI areas. Some of Neil's greatest success in the market came during his management of Pantoloc (Protonix), which attained sales of +\$300m and became the #2 pharmaceutical product in Canada. In 2009, Neil brought his wide range of understanding and industry acumen to the team at Thought Leader Select, a Chapel Hill, NC-headquartered firm that provides strategy, consulting and research on key opinion leaders and centers of excellence for the biotechnology and pharmaceutical industries. As business development lead at Thought Leader Select, Neil routinely engages with companies to understand their challenges and strategic needs for better engagement and compliance in their activities with thought leaders in medicine. Neil is passionate about Thought Leader Select's work as a bridge that facilitates collaboration among industry companies and the health care community, insuring that better patient and public health result with each interaction.

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Workshop, Corporate Training

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Health Care - Services, Pharmaceuticals, Biotechnology, Health Care - Providers, Medical Devices

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Key Opinion Leaders, Centers of Excellence, Payer Key Opinion Leaders, Kol Profiling, Kol Engagement, Kol Identification, Kol Mapping

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Canadian Healthcare Licensing Association

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## **Customizing KOL Strategies to Meet the Needs of Emerging Brands**

Determining the scope of key opinion leader and centers of excellence engagement, as well as determining appropriate research areas to facilitate decision-making for appropriate engagement with health care professionals on industry marketing initiatives, including advisory boards, consulting, and media.

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**University of Victoria**

BA Economics

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