

As CEO of **NAXION** and leader of the firm's Healthcare & Life Sciences Practice, Susan consults on a range of strategic marketing issues involving commercialization strategy and lifecycle management. Her activities include demand forecasting, product optimization, pricing, positioning and communications. Susan has guided launch and lifecycle strategy for some of the world's leading biopharmaceutical products, and is a specialist in the use of predictive modeling and segmentation techniques to support opportunity assessment and launch planning. Other industries in which she has extensive experience include consumer products, as well as media and financial services. Her focus has traditionally been on the building and maintenance of strong brands.

Susan also directs the firm's Litigation & Regulatory Support practice. In that context, she is frequently called on to conduct or critique surveys and offer expert testimony on marketing and research methodology in support of trademark confusion, dilution, deceptive advertising, and other legal challenges under the Lanham Act. In addition to her work in support of private litigation, Susan has extensive experience in developing and evaluating survey-based evidence used for regulatory purposes by FDA and FTC.

Much of Susan's 35-year marketing career was spent at the management consulting firm, Booz•Allen & Hamilton, where she was a Partner and Vice President for over five years, serving as leader of its Pharmaceutical Practice before acquiring the National Analysts division of Booz•Allen in 1992. That firm was renamed **NAXION** in July 2014.

Susan lectures and writes frequently on marketing issues and market research techniques, and has contributed to medical journals as well as marketing texts. She is also coauthor of a standard text on qualitative research methods, *The Group Depth Interview: Principles and Practice* (Simon & Schuster). Her early career was spent as a journalist and poet, contributing regularly to major magazines and newspapers, including *National Review* and *Harper's*.

Susan is the 2011-2012 Past Chair of the CASRO Board of Directors, the trade association of the US marketing and survey research industry, recently renamed The Insights Association. Currently, she is a trustee of The Wistar Institute, the world's oldest incubator of biomedical discoveries in cancer and immunology, and a member of the Advisory Board to the marketing research program of the Rutgers University Graduate School of Business.

Susan holds M.A. and Ph.D. degrees from the Annenberg School for Communication, University of Pennsylvania, where she was trained in communications theory and social psychology. Her B.A. was awarded *magna cum laude*, Phi Beta Kappa, from Smith College.

SUSAN SCHWARTZ McDONALD
MARKETING PUBLICATIONS

BOOKS AND BOOK CHAPTERS

The Group Depth Interview: Principles and Practice, Goldman, A. E., & McDonald, S. S., Prentice-Hall, Inc., Englewood Cliffs, New Jersey, 1987.

"Evaluation of Federally Funded Family-Planning Programs," Program Evaluation at HEW: Research Versus Reality (265-310) Henry, Nicholas, Marcel Dekker, Inc., New York, Basel, 1979.

Market Segmentation, Handbook of Business Strategy (second edition), Glass, Harold E., Editor, Warren Gorham & Lamont, Boston, Massachusetts, January 1991.

ARTICLES, PAPERS AND SPEECHES

Strategies of Segmentation Research, Proceedings of the Tenth Attitude Research Conference, Goldman, A. E., & McDonald, S. S., American Marketing Association, 30-42, 1979.

The Psychology of Consumer Promotions, presented at the meeting of the Promotion Marketing Association of America, Inc., New York, NY, March 1982.

Targeting and Research Development: Matching New Products and New Solutions, Product Development and Management Association, Minneapolis, MN, March 1982.

Practices, Strategies, and Motivations in Treatment of Rheumatoid Arthritis, Goldman, A. E., & McDonald, S. S., The American Journal of Medicine, December 1983.

Position and Forecasting for New Medical Products: The Application of Segmentation and Conjoint Analyses, The Joint Meeting of the Pharmaceutical and the Medical Surgical Marketing Research Groups, Chicago, IL, October 1985.

The Case Against Peer Influence Groups, Medical Marketing and Media, 23, 13, 4-8, October 1988.

An Introduction to Market Segmentation, International Association of Business Communications, Harrisburg Chapter, November 1988.

Successful Needs/Benefits Segmentation: A User's Guide, The Journal of Consumer Marketing, Greenberg, M. G., and McDonald, S. S., 6, 29-36, Summer 1989.

Brand Equity: Working Toward a Disciplined Methodology for Measurement, Advertising Research Foundation, New York, NY, January 1990.

Getting Your Client to 'Buy Into' Marketing Research, Pharmaceutical Market Research Group Meeting, Spring 1990, Philadelphia, PA.

The Morning After: Market Research Problems and How to Avoid Them, Pharmaceutical Market Research Group Developmental Seminar, Fairfield, New Jersey, June 1990.

Continued ...

Contamination in Qualitative Research, presented at the 47th Annual Conference of the American Association for Public Opinion Research, St. Petersburg, Florida, May 1992.

Multivariate Techniques, Pharmaceutical Market Research Group, Developmental Seminar: Quantitative Research - Design and Analysis, Philadelphia, PA, June 1992.

Making Optimal Use of Your Sales and Marketing Levers, presented at the Institute for International Research conference on "Marketing and Sales Force Reengineering," Philadelphia, PA, September 1994.

Another Look at Managed Care: Reassessing Their Priorities ... and Ours, presented at the Pharmaceutical Marketing Research Group Meeting on "Redesigning Marketing Research in a Restructured Environment," Philadelphia, PA, April 30 - May 3, 1995.

How to Design and Implement Successful Pricing Research: Counsel and Caveats from the Trenches, presented at the Professional Pricing Society, 6th Annual Pricing Conference, Chicago, IL, October 1995; reprinted in The Journal of Professional Pricing, 13, 3, 2004.

Charting the New Product Development Course: A Market Research Case Study Workshop, conducted at the Institute for International Research's 2nd Annual Pharmaceutical Marketing Research Roundtable, Philadelphia, PA, November 1996.

The Positioning Research Ritual: When Not to Bother At All, presented at the Pharmaceutical Marketing Research Group Fall '98 Meeting, Baltimore, MD, September 1998.

Project Conception: Questioning Your Client/Designing the Study, presented at the CASRO Advanced Project Directors Training Conference, Philadelphia, PA, September 14, 2000.

Transforming Market Strategy into Marketing Action: An Overview of Primary Research Techniques, presented at the Healthcare Marketing & Communications Council Account Service Development Program, New York, NY, November 2001.

The Positioning Paradox: When Words Hold Ideas Captive, presented at the Pharmaceutical Marketing Research Group Fall '02 Meeting, Tysons Corner, VA, October 2002.

The Long and Winding Road: Market Research in Support of Creative Concept Development, presented at the Healthcare Marketing & Communications Council Account Service Development Program, New York, NY, October 2004 and May 2007.

Taking Care of Business: Defending Pharmaceutical Market Research against the Perils of Industry Regulation, presented at the Pharmaceutical Marketing Research Group 2006 Spring Conference, Las Vegas, NV, March 5-7, 2006.

AE Reporting in the Market Research Industry: An Update on the Still-Gathering Storm, presented at the Pharmaceutical Marketing Research Group Fall 2006 Conference, Baltimore, MD, September 10-12, 2006.

A "Brief History of Time" in the Pharmaceutical Industry ... And a Quick Peek into the Future, presented at the Market Research Association Philadelphia Chapter Meeting, Philadelphia, PA, May 2007.

Continued ...

Improving Survey Efficiency: Understanding the Relationships Among Standard Measures of Concept Evaluations, Polster, M., McDonald, S. & Boldry, J., poster presented at 2009 PBIRG Annual General Meeting, Phoenix, AZ, May 17-20, 2009.

Evaluation of GLP-1 Product Attributes in Treating People with Type 2 Diabetes in US: Comparing Time Trade-off and Willingness to Pay Methodologies, Zanutto, E., Conner, C., Polster, M., McDonald, S. & Hammer, M., poster presented at ISPOR 14th Annual Meeting, Orlando, FL, May 18, 2009.

Reinventing the Market Research Function: In a Disruptive Era of Change, Old-fashioned Intuition Still Counts, McDonald, S. and Sharma, S., Pharmaceutical Executive, January 2010.

Assessing Drug Treatment Preferences of Patients with Crohn's Disease: A Conjoint Analysis, Lichtenstein, G.R., Waters, H., Kelly, J., McDonald, S., Zanutto, E, Hendricks, D. and Rahman, M. The Patient: Patient-Centered Outcomes Research, 2010.

Much not Understood about Physicians, and Even Less about Patients and MCOs, Pharma Market Research Report, February 2010.

The True Importance of Derived Importance for In-line Pharmaceutical Products: Putting a Valuable Tool into Context, Polster, M., and McDonald, S., in PBIRG's Perspective, Vol. 12 No. 1.

When a Single Measure Is Sufficient: Optimizing Survey Efficiency in Concept Evaluation Research, Boldry, J., Polster, M. & McDonald, S., poster presented at 2010 AAPOR Conference, Chicago, IL, May 13-16, 2010.

Understanding and Surviving the Regulatory Environment: A 'State of the Union' Perspective, Pharmaceutical Marketing Research Group Webinar, May 20, 2010.

A Comparison of Preferences for Two GLP-1 Products – Liraglutide and Exenatide – for the Treatment of Type 2 Diabetes, Polster, M., Zanutto, E., McDonald, S., Conner, C. & Hammer, M., Journal of Medical Economics, 2010 13(4):655-661.

MD Attitude Segmentation: Can You Ever Get There from Here? Presented at the PharMarket Research Conference, Parsippany, NJ, February 2011.

DTC ROI: When We Advertise to Consumers, What Do They Hear? Presented at the PharMarket Research Conference, Parsippany, NJ, February 2012.

The Impact of Nausea and Vomiting of Pregnancy on Quality of Life: Report of a National Consumer Survey and Recommendations for Improving Care, Clark, S., Hughes, B., and McDonald, S., Obstetrical and Gynecological Survey, September 2013, Vol. 68, No. 9, Supplement 1:S1-S10.

The End of Pharma Marketing – or a New Beginning? Sharma, S., and McDonald, S., Pharmaceutical Executive, February 2015.

Using Data to Make Decisions: Ten Things I've Learned in 35 Years. Presented at the MSMR Alumni Market Research Conference, Arlington, TX, April 2015.

When Size Matters ... And What You Can Do About It: Mapping the Dark Frontiers of 'Small Data' Modeling. Presented at the EphMRA Annual Conference, Frankfurt, Germany, June 2016.

The 'Art of the Ask' in Choice Modeling: Discrete Choice vs Allocation. Presented at the EphMRA Annual Conference, Frankfurt, Germany, June 2016.

SUSAN SCHWARTZ McDONALD
TESTIMONY/DEPOSITION ACTIVITY SUMMARY
(1992 - Present)

Pinterest, Inc., Plaintiff v. Pintrips, Inc., Defendant
U.S. District Court for the Northern District of California
No. CV 113-04608-PS-KAW
Deposition on behalf of Defendant (January 14, 2015, Philadelphia)
Testimony on behalf of Defendant (May 26, 2015, San Francisco)

In the Matter of Investigation: Certain Footwear Products
U.S. International Trade Commission
No. 337-TA-936
Deposition (May 21, 2015, Washington, DC)

HM Electronics, Inc., Plaintiff v. R.F. Technologies, Inc., Defendant
U.S. District Court, Southern District of California
No. CV12-2884-BAS (MDD)
Deposition on behalf of Defendant (November 24, 2014, Philadelphia)

OraLabs, Inc., Plaintiff v. The Kind Group LLC, Defendant
U.S. District Court for the District of Colorado
Civil Action No. 1:13-cv-00170-PAB-KLM
Deposition on behalf of Defendant (July 24, 2014, Philadelphia)

Healthcare Royalty Partners, L.P. (f/k/a Cowen Healthcare Royalty Partners, L.P.), Plaintiff v.
Shionogi Inc., LLC, Defendant
Supreme Court of the State of New York, New York County
Index No. 650424/2012
Deposition on behalf of Plaintiff (June 18, 2014, New York)

Zest IP Holdings; Zest Anchors, LLC, Plaintiffs v.
Implant Direct Mfg., LLC; Implant Direct LLC; Implant Direct International, Defendants
U.S. District Court, Southern District of California
No. 10-0541 LAB (WVG)
Deposition on behalf of Plaintiffs (June 3, 2014, Chicago)

T-Mobile US, Inc., T-Mobile USA, Inc. and Deutsche Telekom AG, Plaintiffs v.
Aio Wireless LLC, Defendant
U.S. District Court for the Southern District of Texas, Houston Division
Civil Action No. 4:13-cv-2478
Deposition on behalf of Plaintiffs (October 21, 2013, Philadelphia)

JT Colby and Company, Inc., d/b/a Brick Tower Press, J. Boylston and Company Publishers,
LLC, and IPicturebooks, LLC, Plaintiffs v.
Apple, Inc., Defendant
U.S. District Court, Southern District of New York
No. 11-CV-4060 (DLC)
Deposition on behalf of Plaintiffs (December 12, 2012, New York)

Continued ...

Jackson Hewitt Inc., Plaintiff v.
H&R Block, Inc., HRB Tax Group, Inc., and H&R Block Tax Services LLC, Defendants
U.S. District Court, Southern District of New York
No. 11 Civ. 0641 (AKH)
Deposition on behalf of Defendants (December 21, 2011, Philadelphia)

Budeprion XL Marketing and Sales Practices Litigation (MDL 2107)
U.S. District Court for the Eastern District of Pennsylvania
Class Action No. 2:09-CV-2811 (Lead Case)
Deposition on behalf of Defendants (June 14, 2011, Philadelphia)

Millennium Laboratories, Inc., Plaintiff v.
Ameritox, LTD, Defendant
U.S. District Court for the District of Maryland, Northern Division
Civil Action No. 10-cv-3327
Deposition on behalf of Defendant (June 9, 2011, Chicago)
Deposition on behalf of Defendant (February 10, 2012, Philadelphia)

Maker's Mark Distillery, Inc., Plaintiff v.
Diageo North America, Inc.; Tequila Cuervo La Rojena S.A. DE C.V.; Casa Cuervo, S.A. DE C.V.; and Jose Cuervo International, Inc., Defendants
U.S. District Court, Western Division of Kentucky, Louisville Division
No. 3:03-CV-93-H
Deposition on behalf of Plaintiff (October 6, 2009, Philadelphia)
Testimony on behalf of Plaintiff (November 4 & 13, 2009, Louisville)

Graceway Pharmaceuticals, LLC, and Chester Valley Pharmaceuticals, LLC, Plaintiffs v.
River's Edge Pharmaceuticals, LLC, Defendant
U.S. District Court, Northern District of Georgia, Gainesville Division
No. 2:08-CV-00067-RWS
Deposition on behalf of Defendant (December 9, 2008, Atlanta)

Pedinol Pharmacal, Inc., Plaintiff v.
Rising Pharmaceuticals, Inc., Defendant
U.S. District Court, Eastern District of New York
No. CV-06-02120-LDW-AKT
Deposition on behalf of Defendant (October 26, 2007, Philadelphia)

The Sugar Association, Inc., Plaintiff v.
McNeil-PPC Inc., McNeil Nutritionals, LLC, Defendants
U.S. District Court, Central District of California, Western Division
No. CV 04-10077 DSF (RZ)
Deposition on behalf of Defendants (October 5, 2007, New York)

Mendoza et al, Plaintiff v. Cingular Wireless LLC et al, Defendant and Meoli et al, Plaintiff v.
AT&T Wireless PCS, LLC, Defendant
Superior Court of California, County of Alameda
No. 4332
Deposition on behalf of Defendants (September 24, 2007, Philadelphia)

Merisant Company, Plaintiff v.
McNeil Nutritional LLC and McNeil PPC Inc., Defendants
U.S. District Court, District of Pennsylvania
No. CIV 04CV5504
Deposition on behalf of Defendants (October 26, 2006, New York)
Testimony on behalf of Defendants (May 7 & 8, 2007, Philadelphia)

Solvay Pharmaceuticals, Inc., Plaintiff v.
Ethex Corporation, KV Pharmaceutical Company, Defendants
U.S. District Court, District of Minnesota
No. 03-2836 JRT/RLN
Deposition on behalf of Defendants (February 23, 2006, Philadelphia)
Testimony on behalf of Defendants (February 22 & 26, 2007, Minneapolis)

AstraZeneca L.P., Plaintiff v.
Tap Pharmaceutical Products, Inc., Defendant
U.S. District Court for the District of Delaware
No. 04-1332 (KAJ)
Deposition on behalf of Defendant (November 1, 2005, Philadelphia)

ZonePerfect Nutrition Company, Plaintiff v.
Hershey Foods Corporation, Hershey Chocolate & Confectionery Corporation, Barry D. Sears,
and Zone Labs, Inc., Defendants
U.S. District Court for the District of Massachusetts
Civil Action No. 04-10760-RGS
Deposition on behalf of Plaintiff (June 25, 2004, New York)

Edge Wireless, LLC, Plaintiff v. U.S. Cellular Corporation, Defendant
U.S. District Court for the District of Oregon
No. CV-03-1362 AA
Deposition on behalf of Defendant (April 14, 2004, Philadelphia)
Testimony (May 20, 2004, Eugene, OR)

Brennan's, Inc., Owen E. Brennan, Junior, James C. Brennan and Theodore M. Brennan,
Plaintiff v.
Dickie Brennan & Company, Inc., Cousins Restaurants, Inc., Defendant
U.S. District Court for the Eastern District of Louisiana
No. 00-2413 (E.D. La.)
Deposition on behalf of Plaintiff (July 24, 2002, Philadelphia)
Testimony on behalf of Plaintiff (November 2002, New Orleans)

Vulcan Print Media, Inc., Plaintiff v.
Las Vegas Sports News, Defendant
U.S. District Court for the Eastern District of Pennsylvania
No. 98-5768
Deposition on behalf of Defendant (May 2, 2001, Philadelphia)

Mead Johnson & Company, Plaintiff, v.
Abbott Laboratories, Defendant
U.S. District Court, Southern District of Indiana, Evansville Division
No. EV 98-131-C-H/H
Deposition (September 25, 1998, Philadelphia)
Testimony on behalf of Defendant at preliminary injunction hearing (November 25, 1998, Indianapolis)

Fuente Cigar Ltd., a corporation, Plaintiff, v.
Opus One, a partnership, Defendant And Opus One, a California general Partnership, Plaintiff,
v.
Fuente Cigar Ltd., a Turks/Caicos Isles corporation, and Fuente & Newman Premium Cigars
Limited Inc., a Florida Corporation, Defendants
U.S. District Court, Middle District of Florida
Civil Action No. 96-2389-CIV-T-24E
Deposition on behalf of Plaintiff (February 28, 1998)

LaTrobe Brewing Company, Plaintiff, v.
Capital Concepts, Inc., Defendant
U.S. District Court, Eastern District of Pennsylvania
Civil Action No. 96-1508
Deposition (June 28, 1996, Philadelphia)

Smithkline Beecham Consumer Healthcare, L.P., Plaintiff, v. Johnson & Johnson-Merck
Consumer Pharmaceuticals Company, Inc., Defendant
No. 95 Civ. 7011 (HB)

Johnson & Johnson-Merck Consumer Pharmaceuticals Co., Plaintiff, v.
Smithkline Beecham Consumer Healthcare, L.P., Defendant
No. 95 Civ. 7688 (HB), Consolidated Action
U.S. District Court, Southern District of New York
Testimony on behalf of Johnson & Johnson (September 1995)

McNeil-PPC, Inc., Plaintiff, v. Granutec, Inc., Defendant
U.S. District Court, Eastern District of North Carolina, Western Division
No. 5:94-CV-817-H2
Testimony on behalf of Plaintiff (July 1995)

Church & Dwight Co., Inc., Plaintiff, v. S.C. Johnson & Son, Inc., Defendant
U.S. District Court, District of New Jersey
Civ. No. 94-2829 (GEB)
Testimony on behalf of Plaintiff (October 1994)
Deposition (October 13, 1994)

Pfizer Inc., Plaintiff, v. Astra Pharmaceutical Products, Inc., Defendant
U.S. District Court, Southern District of New York
92 Civ. (0752) (KC)
Testimony on behalf of Plaintiff at preliminary injunction hearing (February 1992)
Deposition (November 1992)