



DAVID BERNARD
Managing Director

David Bernard is an industry recognized expert in database marketing, analytics, business strategy and business intelligence. Mr. Bernard brings more than 20 years experience helping Fortune 1000 companies make the best use of data and analytics to serve business objectives. He has led the development of DB Marketing Technologies intellectual property portfolio, including DBMT's Rolling Multiple Cohort Methodology™, a cross-industry analytics approach to measuring customer behavior/value over time that delivers unprecedented accuracy and direction to marketers and DBMT's PatientScape™ Methodology and Architecture which delivers unparalleled quality of insights for pharmaceutical executives using patient- and physician-level data. Mr. Bernard's team works with companies to grow their profits and sales through the application of customer relationship management (CRM) and advanced analytics.

Mr. Bernard has built and managed several database marketing consulting businesses for marketing agencies within the True North, Omnicom and Interpublic companies. His focus is on helping businesses increase profitability by optimizing their customer relationships with better customer segmentation and value measurement, more targeted marketing yielding greater incremental sales, and easy-to-use marketing and customer behavior performance measures; optimizing technology; and developing profitable partnerships that bring companies the capabilities they need to be successful.

Mr. Bernard has worked with Abbott, Adolor Corporation, AGLS, American Telecast, Amazon.com, AstraMerck, AstraZeneca, AT&T/TCI, Bausch & Lomb, Bayer



Diagnostics, Bell Atlantic, Bristol-Myers Squibb, Citigroup, Chase, Eli Lilly, Elizabeth Arden, General Motors, GTE, HBO Direct, Holiday Inn Worldwide, Johnson & Johnson, M&Ms/Mars, Mercedes-Benz, Merck, MetLife, Ortho, Paccar, Pfizer, Qwest, Roche Laboratories, Sanofi-Aventis, Sotheby's.Com, Sprint, 3Com, USPS, and Vanguard.

Mr. Bernard is a much sought after speaker. He has been invited as both chairperson and presenter to industry conferences and summits produced by the Center for Business Intelligence (CBI), the Institute for International Research (IIR), and Eyeforpharma. Mr. Bernard's appearances include "Using and Understanding Marketing Surveys for Better Customer Awareness and Bottom Line Results" at the IIR SCOPE Segmentation Conference; "CRM Initiatives that Will Keep Customers Loyal" at the National Center for Database Marketing Conference; and "Finding a Home for Your



Marketing Database” at DM Days in New York. Mr. Bernard has also spoken at CBI’s “Forum on Patient Compliance Adherence and Persistency” where he addressed the challenges and opportunities for pharmaceutical executives to develop consistent and standard approaches for measuring patient behavior using patient-level data, EyeforPharma’s “Patient Compliance and Adherence Conference;” IIR’s “2nd Annual LPD Conference: Translating Robust LPD to Create Business Value,” where he addressed the challenges and opportunities for pharmaceutical companies, physicians, patients, and managed care in today’s environment and the role that longitudinal patient data can play; CBI’s 2nd Annual Pharmaceutical

Market Research Summit where he presented “Benchmarking Brand Performance with Patient-Level Data — Measuring Patient Behavior and Classifying Physician Performance”; the DMA’s Pharma Marketing Conference where he presented “Enhancing Analytic Value of Consumer Data and Measuring Patient Behavior”; CBI’s “Forum on Prescription Data Restriction Conference,” where he delved into prescription data issues specific to the sales and marketing aspects of the bio/pharmaceutical industry; and CBI’s “Customer Relationship Management for the Bio/Pharmaceutical Industry,” focusing on integrated relationship marketing and multi-channel communications strategies for market optimization.

***To schedule a consultation with Mr. Bernard,
please call 212 717 6000 x6165.***