

# Personal Profile

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## Neil Rogers



Neil is an experienced marketer, with extensive pharmaceutical marketing and market research management experience, particularly at the strategic / portfolio level. He has recently left AstraZeneca, after 25 years, and works with a number of Biopharmaceutical clients advising them on CI and MR processes and techniques, running strategic workshops and "War Games", and supporting new product evaluations.

At AstraZeneca he managed the Business Intelligence Group within the Respiratory Business of AstraZeneca, where he was responsible for the design and implementation of new international MR structures, Knowledge Management and Competitive Intelligence processes. He also worked closely with R&D and clinical on Strategic Groups evaluating new product opportunities, running "War Games" and leading international CI projects.