

Emily H. Seidman, MSc, CMPP

eseidman@eshwood.com ♦ 347-889-5836

QUALIFICATIONS

- Extensive experience in developing scientific platforms, abstracts, posters, manuscripts, training programs, launch materials, CME/non-CME materials, communication plans, and promotional copy
- Ability to critically review, evaluate, and interpret data from multiple scientific disciplines
- My passion for science enables me to quickly adapt to any therapeutic area and thrive under pressure
- Ability to compartmentalize and troubleshoot, allows for effective management and on-time delivery that is within budget, aligned with brand objectives, and compliant with regulatory guidelines/good publication practices
- Excellent interpersonal skills allow me to effectively communicate with medical and marketing client teams and build enduring relationships with key opinion leaders (KOLs)
- Certified Medical Publication Professional (CMPP) with advanced knowledge of the AMA Manual of Style, Reference Manager, and Datavision

THERAPEUTIC AREA EXPERIENCE

- Cardiology- Hypertension, toxicity (Novartis, Pfizer)
- Central nervous system- Multiple sclerosis (Biogen Idec, Genzyme, Merck), Alzheimer's disease (Pfizer)
- Dermatology- Anti-aging, atopic dermatitis, seborrheic dermatitis (Stiefel, SkinMedica, Allergan); cosmetic and reconstructive surgery, acne vulgaris, vitiligo (Allergan)
- Endocrinology- Acromegaly, Cushing's disease (Novartis)
- Gastroenterology- GERD (Santarus), exocrine pancreatic insufficiency (AbbVie)
- Hemostasis management- Hemophilia (Novo Nordisk; Sanofi)
- Nephrology- Chronic kidney disease (Roche, Sanofi Aventis)
- Oncology- Non-small cell lung cancer, renal cell carcinoma, pancreatic, and gastrointestinal tumors (Pfizer); breast cancer (Novartis, Celgene); chronic lymphocytic leukemia (AbbVie/Genentech)
- Ophthalmology- Macular degeneration (Genentech), glaucoma (Pfizer)
- Pain management- (King Pharma, Orexo)
- Rheumatology- Osteoporosis (Pfizer), Rheumatoid and psoriatic arthritis, ankylosing spondyloarthritis (UCB)
- Women's health- reproductive health (contraceptives, infertility), menopause (Duramed/Barr Labs, Merck)
- Wound healing- (DermaSciences)
- Content development, submissions, and/or competitive intelligence for the following congresses:
 - American Academy of Dermatology (AAD); American Academy of Neurology (AAN);
 - Academy of Managed Care Pharmacy (AMCP); American Academy of Ophthalmology (AAO);
 - American Association for Cancer Research (AACR); American Association of Pharma. Sciences (AAPS);
 - American College of Obstetricians and Gynecologists (ACOG); American Society of Clinical Oncology (ASCO); American Society of Nephrology (ASN); American Society for Reproductive Medicine (ASRM);
 - Consortium of MS Centers (CMSC); European (EU) Committee for Treatment and Research in MS (ECTRIMS); EU Federation of Neurological Societies (EFNS); EU Lung Cancer Conference (ELCC);
 - EU Neurological Society (ENS); EU Society of Human Reproduction and Embryology (ESHRE);
 - EU Society for Medical Oncology (ESMO); International Congress of Endocrinology (ICE/ENDO);
 - International Psychogeriatric Association (IPA); International Society for Pharmacoeconomics and Outcomes Research (ISPOR); ISPOR European Union (ISPOR-EU); Latin American Congress of MS (LACTRIMS); North American Menopause Society (NAMS);
 - Pacific Committee for Treatment and Research in MS (PACTRIMS); World Congress of Neurology (WCN)

WORK HISTORY

Sr. Scientific/VP Medical Director, Consultant, Strategist

April 2014–Present

Independent Contractor, Eshwood Incorporated, New York, NY

Associate Scientific Director

2009–April 2014

ACUMED and CircleScience, divisions of KnowledgePoint360, New York, NY

- Developed manuscripts, abstracts, posters, and symposia, objection handlers, moderator guides
- Created content and led onsite reviews with client and faculty presenters for global and regional advisory boards, strategic councils, and speaker tours
- Led strategic planning and content development for steering committee meetings and worked directly with pub managers, statistics, health outcomes, global and regional medical teams to ensure scientific message alignment
- Responsible for medical and marketing training programs for pipeline and approved therapeutics
- Developed KOL engagement programs; established and maintained strong relationships with KOLs and led scientific input for new business development and organic growth of existing accounts

Senior Medical Writer

2008–2009

Prime Medica Inc, New York, NY

- Developed manuscripts, abstracts, posters, publication alerts, executive summaries, brand plans, and global communication and publication plans at the franchise level for two therapeutic portfolios
- Led content development for advisory boards, symposia, expert panels, roundtables, and speaker trainings
- Conducted competitive landscape analyses for existing and new business development

Senior Medical Writer

2006–2008

MedAccess, a division of Access Communications, LLC, San Diego, CA

- Managed multiple projects from concept to delivery across a broad range of therapeutic areas
- Developed CME programs, manuscripts, posters, slide decks, abstracts, journal ads, publication plans, FAQs, visual aids, executive summaries, literature reviews, newsletters, white papers, and journal supplements
- Managed an expanding team of freelance and staff medical writers and acted as a liaison between management, clients, and internal teams

Research Assistant

Tulane University, Department of Psychology, New Orleans, LA

- Conducted NIH-sponsored research investigating cooperative learning mechanisms in the hippocampal formation and neostriatum in rodents; Established new protocols for neuroimaging procedures

EDUCATION

- Master of Science in Neuroscience (MSc) Tulane University, Graduate School, New Orleans, LA
- Bachelor of Science in Psychology (BS) Tulane University, New Orleans, LA

PROFESSIONAL AFFILIATIONS AND CERTIFICATIONS

- Society for Neuroscience
- American Medical Writers Association (New York Metro chapter)
- International Society for Medical Publication Professionals (ISMPP)
- ISMPP Certified Medical Publication Professional (CMPP™)