



## Current ECLP Rotation: DaTscan, Marketing Manager

Support DaTscan marketing team with the US launch of DaTscan, a new radiopharmaceutical used to help diagnose Parkinson's Disease. The rotation involves assisting in the development and execution of a consumer/social media plan targeting patients and caregivers; managing the roll out of an educational platform for the deployment of CSOS (Controlled Substance Ordering System), and assisting in the development of a coordinated advocacy program.

**Lewis L.**  
Class of 2012

Business: GE Healthcare  
Pole: US

### First ECLP Rotation: Americas Marketing, Government

- Researched and developed size, segment, and value metrics for US government grants relative to GE Healthcare. Proposed strategy to proactively pursue government grants. Researched and analyzed GE Healthcare's ability to "see more, win more" government business with a particular focus on GE Healthcare's involvement with System Integrators.

### Commercial Excellence Project: Rio Healthymagination

- The project analyzed the specific international market for potential pilot opportunities for improving healthcare prior to the upcoming world wide events. Several pilots were examined through extensive research with regional education center and infant baby-warmers eventually selected as the pilot projects.

### Education:

- MBA, McCombs School of Business, UT Austin 2010
- BA Spanish, Political Science, Vanderbilt University 2000

### Prior Work Experience:

- Summer Associate, Abramson Center for the Future of Medicine, 2009
- Business Development Manager, Memorial Hermann Hospital, 2005-2008
- Prior to joining ECLP Lewis worked in sales and business development roles for several healthcare companies. He has helped to develop numerous joint ventured ambulatory surgery centers across the country. He has also worked on several early-stage healthcare start-up businesses.

### Career Interests:

- Short Term: Increase my knowledge around the GE's Healthcare IT (Information Technology) industry as my third rotation.
- Long Term: Acquire Healthcare P&L management experience

### One thing that you want to try, but know you never will:

- Play Augusta National