

Thought Leader Select is pleased to announce new roles for Kristen Smithwick and Brian Castle to continue its growth as the leader in healthcare engagement analytics.



Smithwick promoted to Chief Operating Officer

Kristen Smithwick has been promoted to **Chief Operating Officer**, effective July 1, 2016. One of the company's three founders and owners, Kristen, has served in multiple functional roles for the company. A former leader of the TLS Research Group, Kristen has most recently worked in the role of Thought Leader Select's Vice President of Business Development, Marketing, and Strategic Planning since 2009. As Vice President, Kristen has overseen the company's growth from a small KOL profiling company to its current position as the market leader in healthcare engagement analytics. Under her leadership, the business development team has grown to include consultants in three countries, with Thought Leader Select now effectively serving client companies in the biopharmaceutical industry across North America, Europe, Asia, and Oceania.



As COO, Kristen will manage all of the company's client-facing business units, including the TLS Consulting Group, the TLS Research Group, the TLS Data and Technology group, and the Clear Point Health innovation lab, as well as all back-end functional units, including operations, finance, and human resources. She will lead a cross-functional senior management team comprised of Brian Castle (Consulting), Cammie Brannan (Data and Technology), as well as Aaron Portmann, Skip Fernandes, and Marie-Josée Martin (Research).

In addition to her ownership and management duties, Kristen will continue to provide her expertise for optimizing client projects, leveraging her history of leading dozens of successful assessments on key opinion leaders, centers of excellence, integrated health systems, payers, and speakers.



Castle elevated to Senior Director of Marketing & Strategy

Brian Castle has been promoted to **Senior Director of Marketing and Strategy**, effective July 1, 2016. Brian began his work at Thought Leader Select in 2010, directing the company's efforts in marketing and client relations.

In his marketing role, Brian established Thought Leader Select's marketing department, developing the company's marketing strategy with senior executives and implementing new websites, social media channels, and sales collateral over the last six years with



multiple internal and external partners. In addition, Brian has built a client relationship management model that spurred much of the company's growth during the last several years, establishing a team-oriented approach borrowed from agencies in other industry sectors.

Since 2012, Brian has managed relationships with some of Thought Leader Select's largest clients.

Through a consultative, needs-based model of relationship management, Brian and his team have broadened the company's scope of services to the current model of engagement analytics, combining Thought Leader Select's industry-leading KOL identification and profiling services with programs centered on healthcare institutions, technology, and event services.

In his new role, Brian will expand on his previous work to provide strategic oversight of all of the company's business development activities globally, with business development consultants based in the United States, Canada, and the European Union.

For additional news and insight on improving collaborations among companies in the pharmaceutical industry and the medical community, please visit our website:



www.thoughtleadersselect.com