

# Global Sourcing Council

## Board Members

### Wanda Lopuch, CEO MDA Associates, Inc. Founding Member – The Global Sourcing Council



Dr. Wanda R. Lopuch, leads MDA Associates, Inc – the global consulting company, which focuses on bridging gaps for American corporations who explore new, developing economies. With 20 years of global business experience in pharmaceutical and telecommunication sector, Wanda guides an international team of MDA Associates' in maximizing performance for multinational, multicultural and multifunctional teams.

Dr. Lopuch has started her management career in 1985 in a Massachusetts telecom company Augat Inc., as the corporate manager responsible for addressing issues of technical obsolescence. In 1988 she moved to Arizona, where she joined PDS/Walsh International to run its Primary Market Research unit. This move initiated Wanda's 15-year career in the pharmaceutical sector in the U.S. and Europe. In 1992 she founded the first international pharmaceutical market research, marketing and sales support organization—Medical Data Management Group (MDM)—which provided professional services to global pharmaceutical companies operating on newly opened markets in Central and Eastern Europe (CEE). MDM, with offices in five countries, became a leading supplier of pharmaceutical databases, CRM (customer relationship management) systems, market research, and marketing services. In 2004 MDM was acquired by Dendrite International, a global provider of CRM and marketing services for pharmaceutical companies, and Wanda was named the Vice President and General Manager of Dendrite Central and Eastern Europe. Recently, Wanda has joined MDA Associates, Inc—a global consulting firm, which focuses on exploring business opportunities in three sectors:

- *pharmaceuticals and biotechnology*: portfolio management, market research, marketing and sales support;
- *databases and CRM (Customer Relationships Management Systems)*: implementation: localization, customization, process management;
- *anti-aging*: design and delivery of products and services designed to enhance cognitive capabilities of aging executives;

Operating internationally since early '90s, Wanda became one of the leading experts on pharmaceutical markets in BRIC developing countries (Brazil, Russia, India, and China). She possesses extensive management experience in building multi-country, multi-site operations in the service and distribution area; in complex global database systems; in implementation of CRM solutions in multiple countries and sites; in managing multi-cultural, multi-language enterprises; and in providing strategic leadership for fast growing business in changing environment. Dr. Lopuch has recently co-founded the *Brain Fitness Institute*, which provides memory enhancement services for executives. She is a member of A4M, the American Association of Anti-Aging Medicine. She serves on management and advisory boards of companies in the pharmaceutical, digital video games and fmccg (fast moving consumer goods) sectors.

In 1979 Wanda graduated with a MS and engineering degree in Computer Sciences from the Technical University of Wroclaw, Poland. In 1994 she was awarded a Ph.D. in Administration and Supervision from Marquette University, Milwaukee, WI, USA. In addition to her business work, Dr. Lopuch has taught international business at Phoenix University, was a guest lecturer at the State University of New York, Stony Brook, and Technical University of Wroclaw, Poland. She has acted as a consultant to multinational pharmaceutical companies, advising them on their product and business strategies. She chaired three international conferences and spoke at numerous congresses, addressing trade-specific topics and general management subjects.

Wanda and her husband, Stan, reside on Long Island, NY. In her spare time Wanda is a marathon runner, kayaker and white water rafter.