

ROBERT MERSON – BIOGRAPHY

Robert Merson is a management consultant and strategist focused on innovation, life sciences and health. He has extensive experience in strategic planning and implementation of large-projects at regional, national, and international levels. His primary interests include: translational research strategy for universities and hospitals; implementing and evaluating evidence-based models of care; demand-driven commercialization through public-private partnerships; and building innovation capacity for underdeveloped regions around the world.



Robert's professional milestones include:

- Successfully completing over 300 projects in innovation-based development, life sciences, & health;
- Securing over \$250 million in public and private funding for research and development initiatives throughout Canada and internationally;
- Interviewing over 3000 senior individuals representing the public and private sectors;
- Developing business plans for over 3.6 million ft² of research & commercial development space;
- Interim management and scale-up of a leading research institute and entrepreneurial management of novel technologies.

Since 2005, Robert has operated his own consulting firm based in Toronto, Canada. He has worked both as a sole contractor and through various strategic affiliations and joint-venture partnerships. Robert has also acquired considerable expertise in management consulting working 3 years with a Washington D.C. based firm specializing in innovation-based economies, and 8 years with a Toronto-based firm specializing in the life sciences sector.

Highlights of his past consulting engagements includes: innovation cluster strategies and initiatives in Canada, United States, Latin America, Europe, and Asia-Pacific; strategic development, infrastructure planning, capital sourcing, and evaluation initiatives for life science & health research programs; public-private partnerships for commercial development of technology; and work with small technology firms and large multinational pharmaceutical companies including Pfizer, Merck, GSK, and sanofi.

Robert remains active in the community. He has served on panels in Canada and Mexico to evaluate proposals from young entrepreneurs, and he has received recognition from the University of Toronto for his extensive volunteer activities mentoring university students. He also dedicates significant volunteer time to boards and committees for other community-based not-for-profit organizations in Toronto.

Robert holds an Honours Bachelor of Science degree from the University of Toronto and he has taken management training at McGill University. In 2011 he was accepted through the executive stream for professional certification in management consulting in Canada, and was granted the CMC designation.