



Zahed Subhan BS MS PhD MBA
2009 AACSB Post-Doctoral Bridge to Business Graduate
(University of Florida)

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Profile

- **AACSB accredited, academically qualified “AQ” and professionally qualified “PQ” individual with 25 years Fortune 500 Company and entrepreneurial (start up) experience at CEO level. Transitioning to business education.**
- **Previous academic background in Applied Psychology including Organizational Behavior. 23 peer-reviewed publications in Cognitive Psychology field.**
- **Dual *Management Research* streams now initiated: Innovation & New Product Development; Entrepreneurship/Marketing Interface.**
- **Current University Business School teaching experience.**
- **Extensive professional background in Marketing, International Business, Entrepreneurial Business Management and Venture Capital Fundraising (raised \$200MM in financing for emerging biotechnology firms).**

Education

- BS Pharmacology, University of Sunderland, UK - 1979
- MS Applied Psychology/Organizational Behavior, University of Aston, UK - 1980
- PhD Psychology, University of Leeds, UK -1985
- MBA University of Bradford (Management School), UK -1988
- AACSB accredited Post Doctoral Bridge to Business (Marketing and Management), University of Florida - 2009

Academic Experience

- Adjunct Professor (Entrepreneurship), Philadelphia University, PA (current).
www.philau.edu
 - Presently teaching MGMT-411-1.
- Research Fellow and Teaching Assistant, Department of Psychology, University of Leeds UK (1980-1985). www.leeds.ac.uk
 - Taught courses: Introductory Psychology; Statistics and Research Methods.

Professional (Business) Experience

- **Chief Executive Officer**, Marillion Pharmaceuticals Inc, Exton, PA, (2005 to present). www.marillionpharma.com
 - Founder and CEO of venture financed Biotechnology Company.
- **Chief Executive Officer**, Nuevolution Pharmaceuticals Inc, Malvern, PA and Copenhagen, Denmark. www.nuevolution.com (2003-2005).
 - Raised \$20MM for start up Biotechnology Company.
- **Vice President Marketing**, Locus Pharmaceuticals Inc, PA. (2002-2003). www.locuspharmaceuticals.com
 - Head of International Marketing for start up Pharmaceutical Company
- **Chief Business Officer**, Gemini/Sequenom Inc, MA. www.sequenom.com (1997-2002).
 - Head of International Business for Biotechnology Company; Completed \$100MM IPO on NASDAQ stock market.
- **Head of Marketing and Sales**, DuPont Pharmaceuticals Inc (merged with Bristol Myers Squibb Pharmaceutical Co). www.bms.com (1991-1997).
 - Head of Marketing, Sales and Business Development for multinational pharmaceutical company.
- **Brand Director**, Worldwide Marketing, GlaxoSmithKline. www.gsk.com (1985-1991).
 - International Business and Marketing role in global pharmaceutical company: Planned and executed launches of “blockbuster” drugs (including Imitrex®) in major world markets.

Current Research Interests

- New Products/innovation, Global Marketing Strategy, Consumer Innovativeness, Marketing/Entrepreneurship Interface.

Management & Marketing Research in progress

- *“Radical vs. Incremental Innovation Revisited: An Exploration of the Emerging Markets Imperative to Rebalance New Product Development Portfolios in Multinational Pharmaceutical Firms”* – data collection in progress
- *“The Critical Role of Symbiotic Marketing in Emerging Biotechnology Firms”* – data collection in progress.

Previous Refereed Publications (exemplifying research potential and expertise in Cognitive Psychology)

- Subhan, Z (1981). A Dose-Range Comparison of Clobazam and Diazepam: Effects on Memory and Cognitive Function. Royal Society of Medicine International Congress and Symposium Series: No.43, 7-12.
- Subhan, Z. and Hindmarch, I. (1983). The Effects of Lormetazepam on Aspects of Sleep and Early Morning Performance. *European Journal of Clinical Pharmacology*, 25, 47-51.
- Hindmarch, I., Subhan, Z. and Stoker, M.J. (1983). Comparison of the Effects of Zimelidine, Amitriptyline and Placebo on Brake Reaction Time, *IRCS Medical Science*, II, 532-533.
- Subhan, Z. (1983). The Effects of Acute Doses of Metaclozepam on Central Nervous System Activity, Psychomotor Performance and Memory. *Drugs under Experimental and Clinical Research*, 9, 8/9, 567-572.
- Subhan, Z. and Hindmarch, I. (1983). The Effects of Midazolam in Conjunction with Alcohol on Iconic Memory and Free-Recall. *Neuropsychobiology*, 9, 230-234.
- Hindmarch, I., Subhan, Z. and Stoker, M.J. (1983). The Effects of Zimelidine and Amitriptyline on Car Driving and Psychomotor Performance. *Acta Pschiatrica Scandinavica*, Suppl. 308, (68), 141-146.
- Hindmarch, I. and Subhan, Z. (1983). The Effects of Midazolam in Conjunction with Alcohol on Sleep, Psychomotor Performance and Car Driving Ability. *International Journal of Clinical Pharmacology Research*, Vol III, 5, 323-329.
- Subhan, Z. (1984). Benzodiazepines and Memory. *Psychiatry in Practice*, 3, (19), 15-20.
- Subhan, Z. (1984). The Effects of Benzodiazepines on Short-Term Memory and Information Processing. In "Sleep, Benzodiazepines and Performance". Hindmarch, I., Ott, H. and Roth, T. (Eds.), pp 173-182. Springer Verlag: HEIDELBERG.
- Hindmarch, I. and Subhan, Z. (1984). The Effects of Antidepressants Taken With and Without Alcohol on Psychomotor Performance and Car Handling Ability. *Clinical Neuropharmacology*, 7, (1), 140-141.
- Subhan, Z. and Hindmarch, I. (1984). The Psychopharmacological Effects of Ginkgo Biloba Extract in Normal Healthy Volunteers. *International Journal of Clinical Pharmacology Research*, IV, (2), 89-93.
- Subhan, Z. (1984). Antidepressants in Conjunction with Alcohol: Effects on Human Information Processing and Memory. *Proceedings of the 14th CIMP Congress, Florence*. F69, p72.
- Harrison, C., Subhan, Z. and Hindmarch, I. (1984). A Comparison of the Hypnotic Activity and Residual Effects of Zopiclone, a Non-benzodiazepine Hypnotic, with Benzodiazepines of Varying Half-Lives on Subjective Aspects of Sleep, Psychomotor Performance, Memory and Car Driving Ability. *Proceedings of the 14th CIMP Congress, Florence*, p236, p551.
- Subhan, Z and Hindmarch, I (1984). Wechselwirkungen von Zopiclone und Nitrazepam mit Alkohol. Von D.G. Marx, (Ed.) pp14. Fachbuch-Verlagsgesellschaft GmbH: ERLANGAN.
- Subhan, Z. and Hindmarch, I (1984). Assessing Residual Effects of Benzodiazepines on Short-Term Memory. *Pharmaceutical Medicine*, 1, 27-32.

- Subhan, Z. (1984). Nomifensine and Information Processing. Royal Society of Medicine International Congress and Symposium Series, No. 70, 57-60.
- Subhan, Z. and Hindmarch, I. (1984). Effects of Zopiclone and Benzodiazepine Hypnotics on Search in Short-Term Memory. *Neuropsychobiology*, 12, 244-248.
- Subhan, Z. (1985). The Effect of Clobazam on Search in Short-term Memory. Royal Society of Medicine International Congress and Symposium Series, No. 74, 17-21.
- Hindmarch, I and Subhan, Z. (1985). A Preliminary Investigation of HWA 285 on Psychomotor Performance, Mood and Memory. *Drug Development Research*, 5, 379-386.
- Subhan, Z and Hindmarch, I. (1985). The Psychopharmacological Effects of Vinpocetine in Normal Healthy Volunteers. *European Journal of Clinical Pharmacology*, 28, 567-571.
- Harrison, C., Subhan, Z. and Hindmarch, I. (1986). Residual Effects of Zopiclone and Benzodiazepine Hypnotics on Psychomotor Performance Related to Car Driving. *Drugs under Experimental and Clinical Research*, 11, 823.
- Subhan, Z., Harrison, C. and Hindmarch, I. (1986). Alprazolam and Lorazepam: Single and Multiple-Dose Effects on Psychomotor Skills and Sleep. *European Journal of Clinical Pharmacology*, 29, 709-712.

Other Professional Service

Reviewer: International Journal of Business and Emerging Markets

Professional Affiliations

- British Psychological Society
- British Pharmacological Society
- Chartered Institute of Marketing (UK)