

# **Curriculum Vitae**

## **Jeffrey L. Moe, Ph.D.**

### **BUSINESS ADDRESS**

The Fuqua School of Business  
Health Sector Management  
Duke University  
Box 90120  
Durham, NC 27708-0120

### **HOME ADDRESS**

806 Kenmore Road  
Chapel Hill, NC 27514

### **Contact Information**

Office: 919 660-2936  
Home: 919 968-8564  
Mobile: 919 812-5709  
Email: [jmoe@duke.edu](mailto:jmoe@duke.edu)

### **QUALIFICATIONS**

Degrees:           Ph.D. University of North Carolina, Chapel Hill, 1981  
                      Executive Development Program, Northwestern University, 1997  
                      M. Ed. University of North Carolina, Chapel Hill, 1976  
                      B. A. University of North Carolina, Chapel Hill, 1973

Academic Appointments: Executive in Residence and Adjunct Associate Professor, Fuqua School of Business, Duke University, 2002 – present; Visiting Lecturer, School of Public Health, Faculty of Health Sciences, University of the Witwatersrand, Johannesburg, South Africa

### **PROFESSIONAL EXPERIENCE**

June 2002 - present           Executive in Residence & Adjunct Associate Professor  
  Health Sector Management  
  Fuqua School of Business

June 2008 – 2010            Chief Executive Officer  
  Institute for Global Disease Medicines  
  [www.instgdm.com](http://www.instgdm.com)

October 1986 – May, 2001 Business Development, Market Economics, Corporate Strategy and other roles of increasing reach and impact during tenure at Glaxo (later GlaxoWellcome and GlaxoSmithKline); included Director of Strategic Research (1996-1999), Market Economics Division with responsibility to provide background analysis to support “pricing committee” for launch and in-market price changes; Managed Care Strategist for GlaxoWellcome, S. Africa (1997-98)

May 1981 – September 1986 Partner, LEAD Associates, Charlotte, NC  
International work with National Aeronautics and Space Administration, Fortune 500 companies in healthcare, financial services and energy sectors in the domains of management, leadership, quality improvement and change management.

### **ACADEMIC ACTIVITIES**

2005 – present Fuqua School of Business: HLTHMGMT 225/226 – “Seminar Series in Health Sector Management”

2003 – present Fuqua School of Business: HLTHMGMT 409 – “Economics and Management of the Pharmaceutical Industry” co-taught with Will Mitchell and David Ridley

2002 – present; conceived and organized Health Sector Advisory Council, Fuqua School of Business, Duke University, twice-annual health-industry/faculty/student forums

March 2008 – present: Task Force Director, Private Sector Task Force, Global Health Workforce Alliance, World Health Organization

Principal Investigator, National Cancer Institute grant, descriptive study of the King Hussein Cancer Center, Amman, Jordan. Gregory Pappas, MD (Karachi, Pakistan) and Andrew Murray, MD, MBA (Johannesburg, S. Africa) are co-investigators

Principal Investigator, Cross-Sector Public Policy grant (through Duke’s Sanford School of Public Policy) regarding increasing incentives for research on neglected diseases. Henry Grabowski, PhD and David Ridley, PhD co-investigators.

### **CONSULTATION AND ADVISORY ACTIVITIES (selected history)**

Amgen - market dynamics for biologics model development - private consultation

Biocryst – market research on malaria and opportunities for research and development costs to be shared by non-governmental organizations (e.g. Medicines for Malaria Venture)

Teradata Life Sciences – provide industry and strategic analysis for life sciences

regarding business intelligence

Renal Physician's Association – developed and delivered training for nephrology physicians regarding business practices (strategy) along with other Fuqua faculty (program delivered 4 times since 2006)

Abbott Japan – development of market simulation to prepare for the launch of Humira in Japan market; analysis of and strategy development for in-market strategic alliances

Trimeris – development of market simulation to anticipate and manage competitive environment changes in a pharmaceutical therapeutic market

GlaxoSmithKline – Medical Affairs Commercial Operations regarding quality improvement in 20+ US provider organizations to develop observational database, patient registry and physician feedback capability to improve quality of care in diabetes, asthma and congestive heart failure

Merck – faculty for “high potential” directors 5-day training program

Best Practices, LLC – Strategic Advisor to the practice which provides best in class sales, marketing and management information to the pharmaceutical and biotechnology industries

Innovex – identifying future changes in the health care system affecting “suppliers” of innovative products and reimbursers/payers

Altana Pharmaceuticals – managing alliances & marketing training and consultation

## **PUBLIC POLICY IMPACT**

Publication of “Developing Drugs for Developing Countries” (see above) led directly to Sec. 524, “Priority Review to Encourage Treatments for Tropical Diseases,” 2007 FDA Amendments Act

## **COUNTRIES of PROFESSIONAL WORK**

Zambia, Uganda, Kenya, Mali, Nigeria, Japan, Jordan, S. Africa, USA, United Kingdom  
Grand Bahama Island, Turks & Caicos Islands, Antigua, Ascension Island

## **MANUSCRIPTS & PUBLICATIONS**

“Private Sector Task Force Report, Global Health Workforce Alliance, Private health workforce innovators: enabling environments, health workforce incubators to accelerate private sector responses to the human resources for health crisis,” (in press World Health Organization), Moe, J., Griffith, C.H., Merson, M.

“Developing Drugs for Developing Countries”, Ridley, D., Grabowski, H., & Moe, J. March/April 2006, *Health Affairs*

“Priority Review Vouchers to Encourage Innovation for Neglected Diseases.” Henry G. Grabowski, David B. Ridley, and Jeffrey L. Moe. In: K. Eggleston, ed. *Prescribing Cultures and Pharmaceutical Policy in the Asia-Pacific*. Brookings Institution Press. 2009.

“FDA Review Vouchers.” Moe, J., Grabowski, H., Ridley, D. Correspondence in *New England Journal of Medicine*. 2009. Vol., 360, No. 8: 837-838.

“Encouraging Innovative Treatment of Neglected Diseases through Priority Review Vouchers,” Grabowski, H., Ridley, D., Moe, J. *Health*, 2007

“Private Health Sector Innovation in Response to the Human Resources for Health Global Crisis,” Moe, et al, unpublished manuscript sponsored by the Rockefeller Foundation, July 2008

“Impact of Economic, Regulatory and Patent Policies on Innovation in Chemoprevention,” Grabowski & Moe, *Cancer Prevention Resources* ([www.aacrjournals.org](http://www.aacrjournals.org)), April, 2008

“Transformational leadership, transnational culture and political competence in globalizing health care services: a case study of Jordan’s King Hussein Cancer Center”, Moe, Pappas and Murray, *Globalization and Health*, 2007

“Commercialization Considerations for Individualized Diagnostic and Drug Therapies Resulting from Pharmaceogenomics”, *Louisiana Law Review*, December 2005

“Pricing and Commercialization of Nexium at Launch”, (instructional case), Fuqua School of Business, 2005, revised October 2008

“Clinical Practice Guidelines in Selected AMGA Institutions – A Descriptive Report”, (unpublished manuscript) Moe, Gasch & Constantinides