



Eric Newmark Program Director



Eric Newmark is a program director for IDC Health Insights, where he directs the Business Systems Strategies program. In this position, he provides research-based advisory and consulting services, as well as market analysis on key topics within the commercial life science industry. Mr. Newmark's research expertise includes sales and marketing, channel management, and supply chain related technologies and emerging market trends.

Mr. Newmark regularly contributes to the life sciences blog in the [IDC Health Insights Community](http://idc-insights-community.com/health) (<http://idc-insights-community.com/health>).

Mr. Newmark joined IDC from AMR Research, where he held the position of senior research analyst focusing on Supply Chain and Customer Management Applications, including CRM, Price Management, Web Self-Service and RFID. Prior to AMR, he held positions in application development, technical project management, and operations management at Siebel Systems Inc., Onlink Technologies and Easyware Software.

Mr. Newmark is a widely recognized thought leader, quoted by such media outlets as *Investor's Business Daily*, *CIO Insight*, *Supply & Demand Chain Executive*, *RFID Journal*, and *Bio-IT World*, and is a frequent contributor to *Pharmaceutical Commerce*. Mr. Newmark holds a BS in MIS and Finance from Babson College, as well as an MBA from the Boston University School of Management, with a certification in Strategic Business Analysis.