



Eric Paquette

Senior Vice President

Location: Copernicus, Waltham, MA

Contact Information:

(781) 392-2500

eric.paquette@copernicusmarketing.com

Eric Paquette is a Senior Vice President at Copernicus and has been with the firm for 8 years. His forté is bridging the gap between research and marketing for clients—translating the information and insights that come from good marketing research into effective marketing strategies, programs and tactics, and successful new product launches.

While Eric works in a variety of industries, he has become an “accidental” expert in the pharmaceutical industry thanks to extensive work with prescription and OTC pharmaceutical brands. He has worked with a variety of pharmaceutical industry leaders including Boehringer Ingelheim, Pfizer, Tap and Wyeth.

He has led the development of both physician and consumer marketing strategies for brands at all stages of the product lifecycle—from new launches to products nearing patent expiration.

- Directing major research initiatives such as physician segmentation, patient flow and buying process analyses to help guide targeting, positioning/message development and sales force allocation marketing strategy decisions.
- Overseeing patient segmentation and patient flow research to guide targeting, positioning and messaging consumer marketing strategy decisions.
- Helping pharmaceutical companies to standardize marketing strategy research and decision processes across a company’s portfolio of brands for the entire product lifecycle.
- Forecasting the potential and effectiveness of DTC advertising campaigns

- Leading ATU assignments to track brand performance, market dynamics and evaluate the effectiveness of physician marketing efforts.

Eric holds a BA in Mathematics from Middlebury College and a Masters of Science in Operations Research and Statistics from Rensselaer Polytechnic Institute.

[Click Here to Ask Eric Paquette a Question – Questions will be addressed live at the DTC in the Era of Consumer Choice Conference. Don't miss this chance to shape the agenda and have your questions answered by industry experts!](#)