



Jerry Silverman is a highly experienced and inspiring industry professional with a successful record of accomplishments in a wide variety of areas including: sales and marketing, training and development, and launch commercialization. He has worked in corporate, “big pharma”, and led a medical communications agency, over his career and continues to be a strong advocate for the value of industry pharmacists, through coaching, mentoring, and teaching.

Mr. Silverman began his industry career with Eli Lilly as a pharmaceutical representative in Rochester, NY. Jerry participated in a 3-year leadership development program at the Eli Lilly corporate headquarters where he rotated through various commercial assignments. Upon completing this leadership program, Jerry was recruited to join Searle as Group Product Manager, Cardiovascular Medicines, where he rose to Marketing Director with responsibilities for the “blockbuster” antihypertensive agent, Calan SR. After 12 years in, “big pharma”, Mr. Silverman founded BIMARK Medical Communications where he utilized his extensive experience in pharmaceutical marketing, training and development, and launch commercialization to build a successful organization over a twenty-year period.

Mr. Silverman is most proud of his contributions to the professional growth and advancement of industry pharmacists. His agency served as an APPE for five schools of pharmacy in the NY metropolitan area for almost two decades. Bimark was invited to participate as the first medical communications fellowship to be affiliated with the Rutgers Post-Doctoral Program, where Jerry served as a preceptor and mentor to over 300 student pharmacists and PharmD Fellows. In 2008, Mr. Silverman was honored by the Alliance for Continuing Medical Education (ACME) for commitment to the training of industry pharmacists.

Jerry continues to devote his time and passion to advocating for industry pharmacy practice by serving in a leadership role with the Industry Pharmacists Organization (IPhO) as Senior Consultant, Coach, and Industry Instructor for development of professional programs to prepare students, fellows, and pharmacy professionals interested in transitioning to industry.

JERRY SILVERMAN, BS Pharm
Senior Consultant, Coach, and Industry Instructor