



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, new product 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, fellows, and students 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. There he rotated through new product planning, training, and marketing. Upon completing this leadership development program, Jerry was recruited to join G.D Searle as Group Product Manager, Cardiovascular Medicines, where he rose to Director and had marketing 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, managed markets access, and training 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 company served as an APPE for five schools of pharmacy in the NY/NJ 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, as Jerry served as a preceptor and mentor to over 300 student pharmacists and PharmD Fellows. Additionally, BIMARK served as the medical communications agency responsible for the national marketing campaign for the Rutgers Industry Fellowship Program.

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 on the leadership committee of the Industry Pharmacists Organization (IPhO). In this capacity he is responsible for development of professional programs to prepare student pharmacists, fellows, and younger pharmacy professionals interested in transitioning to industry pharmacy practice. He oversees the growing IPhO Student Chapter Network and the very successful IPhO Coaching Services.

Mr. Silverman is an Adjunct Professor, FDU School of Pharmacy, where he teaches Healthcare Delivery and Financing and Medical Writing courses.

**JERRY SILVERMAN, BS PHARM, RPh,
VICE PRESIDENT PROFESSIONAL DEVELOPMENT AND COACHING**