

Monday, April 19, 2021

To whom it may concern:

I am pleased to provide this general letter of reference for John O'Maley.

- By introduction, I have more than 40 years of experience in pharmaceutical (brand and generic) drug marketing – a detailed summary can be seen on <http://www.Melsnyder.com>. For 19 years, I was president of ProClinica Inc, an international pharma marketing company with offices in New York and Brussels, and a joint venture in Tokyo.
- Following the 1995 sale of ProClinica clients and staff to a NY consumer ad agency, and completion of an 18-month continuation contract, I spent 9 years as a vice president of sales and marketing for a NASDAQ-listed NJ biotech, and then for a NASDAQ-listed topical drug company. The latter gave me great depth of experience in topical prescription drugs. In 2006, I left to re-established ProClinica as a consulting company. Although I officially retired on January 1, 2021, I remain as a senior consultant to a UK pharma consultancy: <https://www.insocius.com/senior-team>, most recently working on a COVID-19 vaccine account.

I was introduced to John by a former executive of Proctor & Gamble. From first encounter, I was impressed by his approach to marketing over-the-counter drugs and devices. John is extremely knowledgeable of the chain drugstore business. When I met John, I was consulting for Tsumura, Japan's largest developer and marketer of herbal Rx and OTC drugs. Our client was considering partnership with the former P&G executive to market Tsumura products in the U.S. John quickly demonstrated his expertise in laying out a plan for introducing Tsumura at ECRM. At the last minute, Tsumura management in Tokyo feared U.S. pricing might create issues for their high Japanese prices, so they backed out of a U.S. market launch.

Almost coincident with Tsumura's decision against marketing in the U.S., I landed the U.S. office of Indigene, an Indian client with a novel Rx drug in clinical trials, and a package of OTCs it hoped to launch through chain pharmacies. Indigene was financed with an investment from Tata Industries
<https://m.economictimes.com/industry/healthcare/biotech/pharmaceuticals/tata-inds-picks-up-30-in-indigene/articleshow/1694389.cms>

I recommended John to their CEO, who interviewed him, then hired a law firm to validate his credentials. John went right to work with major pharmacy chains, presenting the prospective benefits of the OTC Indigene drugs and determining price-sensitively and proposing marketing strategy.

PROCLINICA

In more recent years, I have turned to John for consulting services on behalf of clients whose products showed promise for retail pharmacy distribution. John helped me develop a proposal for a topical nail polish for nail fungus, and a full-blown marketing program for a device that almost painlessly draws blood for HbA1c testing of patients with Type 2 diabetes.

John's consulting with us and our diabetes client was wildly successful: Thanks to John, in 2-1/2 days, we had thirty-two 20-30 minute ECRM meetings with chain drugstores buyers and distributors that serve pharmacies and nursing homes. Subsequently, we identified Krogers, Stop & Shop, Sam's Club, and H.E.B. for primary focus, and had extended post-ECRM conference calls with those prospects. The pandemic threw a massive body-block on us, but we look forward to picking up once the pharmacies can gear back from COVID vaccination.

Personally, I must say that in my 40 years of work in the field, I have never met a more trustworthy and honorable individual than John. He is a paragon of what we like to believe a West Point graduate should be: Duty, honor, country. His faith is as true as any Christian I have ever met. Please phone or email me with any questions you might have

Sincerely,

A handwritten signature in black ink, appearing to read "Mel Snyder", with a long horizontal flourish extending to the right.

Mel Snyder
Managing Director