

## Alacrita Set to Change the Face of Life Science Consulting

London, UK. 15<sup>th</sup> November 2010. Alacrita, a newly created life science consultancy, is set to change the face of consulting in the sector. Alacrita has been formed by a broad team of consultants with real-world management experience of delivering success at all key points in the development of pharma and biotech companies and products. The team at Alacrita is focused on providing value added business solutions to a much broader range of companies across the sector in a timely and cost-effective manner.

Alacrita is led by its two founding partners Dr Anthony Walker and Rob Johnson. Dr Walker has a background as biotech CEO and as a management consultant to the pharma industry. He has previously worked for Onyvax, Arthur D Little and the Wilkerson Group. Rob Johnson has many years of biotech business development expertise gained while working at Onyvax. The founding partners at Alacrita are supported by more than 40 consultants with significant strategic, corporate, product development and regulatory experience in the life science sector.

Anthony Walker, Partner at Alacrita, said, "The creation of Alacrita has been designed to fill a real need in the life science consulting sector. By providing access to consultants with a broad range of real-world managerial experience we have already demonstrated that we are able to deliver real value to our clients in a highly efficient and cost-effective manner. At Alacrita we believe there is no substitute to having been involved in the direct management of critical, corporate changing activities."

Alacrita is focused on delivering tailor-made solutions that add value to the clients they consult to. Alacrita starts each assignment by applying its real-world expertise and experience to rapidly assess and understand the challenges faced by its clients. It is the ability to identify these key issues and to develop solutions that exactly meet their client's needs in a rapid and cost-effective manner that sets Alacrita apart from its peers.

Dr John Brown, Chairman of BTG plc and a member of the Alacrita Advisory Group, said, "The launch of Alacrita could not have come at a better time. With life science companies of all sizes facing a rapidly changing and challenging environment, the need to access a consultancy with significant real-world experience has never been greater. I have little doubt that the Alacrita team will quickly establish itself as the consultancy of choice for companies from the pharma, biotech and medtech industries seeking solutions that will greatly enhance their chances of success."

Alacrita's ability to create value for its clients is based on providing access to the right team of consultants who combine extensive international industry experience (strategic, technical and commercial), broad functional capabilities and a track record of success across the life science sector. In addition, Alacrita's consultants are able to become involved directly in the execution of key projects, allowing clients to meet their resourcing needs at critical times in their corporate development.

Rob Johnson, Partner at Alacrita, said, "The initial response we have had to the creation of Alacrita has reinforced our view that we can make a real difference to the face of life science consulting. With a roster of over 40 experienced consultants and the ability to create tailored teams that can address all critical business areas, we are confident that we can quickly become the first choice consultancy for companies across the life science universe."

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## About Alacrita Consulting

Alacrita is rapidly growing consultancy that provides tailored, value added solutions to clients in the pharmaceutical, biotechnology and life science sectors.

Alacrita applies its real-world expertise and experience to rapidly assess and understand the challenges faced by its clients and to develop solutions that exactly meet their needs. This blueprint is then used to access the Alacrita consultants best suited to deliver projects on time and on budget.

Alacrita provides its clients with access to consultants who combine extensive international industry experience (strategic, technical and commercial), broad functional capabilities and a track record of success across the life science sector.

In addition, Alacrita's network of over 40 consultants with "hands on" allows management experience allows it to solve client resourcing needs at critical times in their corporate development.

Since inception, Alacrita and its network have completed successful consulting projects for big pharma, biotech companies, life science investors, government bodies and charities.

[www.alacritaconsulting.com](http://www.alacritaconsulting.com)

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