



manhattanRESEARCH

A Decision Resources, Inc. Company

Joe Farris

President

Joe Farris has been a driving force in the life sciences industry, guiding Manhattan Research to become a premier marketing services firm for the healthcare and pharmaceutical industries. As cofounder and company president, Mr. Farris provides leadership for all aspects of the business, including corporate and product development, sales, marketing, research, and client services, and has responsibility for growing the company's organic and new business in the U.S., Europe, and Asia-Pacific.

Mr. Farris draws from more than 15 years of pharmaceutical, engineering, operating, sales and marketing experience. Prior to founding Manhattan Research, Mr. Farris was the Director and co-founder of the Health Practice at Cyber Dialogue (a.k.a. Fulcrum Analytics), a New York-based marketing services firm. He also worked in engineering, sales and management at Eastman Chemical Company and held various engineering positions at Ashland Oil.

Mr. Farris graduated Magna Cum Laude with a Masters of Chemical Engineering, and High Honors with a Bachelors of Science with specialization in Engineering from the University of Louisville's Speed Scientific School.

Manhattan Research is a market research and advisory firm for global pharmaceutical and healthcare companies. For more information, visit www.manhattanresearch.com.