



Global Central Laboratory
 ■■■ YOUR SOLUTION-DRIVEN PARTNER



Cerba HealthCare

IN THE SPOTLIGHT

Michael Jones

Senior Director, Business Development



After introducing Els Tenthof van Noorden, head of Business Development in Europe & ROW, we are delighted to introduce to you next Mike Jones, Senior Director of Business Development.

Mike is located in New York and is covering the Eastern U.S. region.

Mike has been a key member of the BARC team since January 2012 and is responsible for developing and executing strategic plans with up-to-date market analyses, tactical actions and best practices.

What attracts you the most about working for BARC?

BARC leverages best practices from all their labs globally. It is almost limitless on supporting wide range of therapeutic studies on all continents. Most sponsors in the US are running global studies and they like the fact that they will have their support team (Project Management, Logistics, Sample Handling, etc...) not only in the US, but also in Europe, Asia PAC and South-Africa regions. Although we are running these studies globally, we offer your data on one single database to access your mission critical

study information on our web tool, BARC BOARD in near real time.

You have been with BARC since January 2012. As the pharmaceutical industry is constantly changing, can you tell how BARC is also moving forward?

BARC's business model is positioned to support the evolution of clinical trials that other central labs are struggling with. Recent consolidation of global central labs has sponsors asking themselves "Am I getting the attention I need from my current central lab?". Frustrated sponsors are turning to BARC to leverage its flexible business model with the proper resources and responsiveness to assist biopharma companies with the biomarkers, molecular diagnostics and genetics testing on a global scale.

What have you learned personally since you have been working for BARC?

Leadership is more important than ever in successful execution of running a complex clinical trial from a central lab standpoint. As clinical trials are becoming more intricate, BARC is more

often becoming the Global Central lab of choice. Our growth comes directly from the effort starting from our CEO down to each BARC employee keeping the client and their endpoint as the focus of all our efforts.

"BARC is laser-focused on becoming the best central lab, not the biggest"

What does BARC offer that other companies don't have?

BARC provides sponsors with a unique depth and breadth of knowledge for collaboration on their clinical trials. As a full service global central lab, BARC works horizontally across the industry and brings the best practices into each new opportunity, while respecting the proprietary nature of specific elements of our work. BARC calls this a "Customer Centric Approach".

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