

## **Blue Fin Group's Bill Roth named as PM360 Magazine's initial 'People to Watch'**

*Founding Partner named as first recipient of "2009 Top Industry People to Watch"*

**Atlanta, GA; April 15, 2009** – Blue Fin Group, the premier management and technology consulting firm focused solely on healthcare commerce, announces that William "Bill" Roth has been selected by PM360 Magazine as their first recipient of their 2009 Top Industry People to Watch.

The 2009 Top Industry People to Watch recognition represent a broad cross-section of industry sectors including pharmaceutical, biopharmaceutical, and medical device. Bill represents the first recipient of this new recognition award and future thought-leaders will eventually join Bill who contribute to the growth and well-being of not only their companies, but to their communities and industry associations.

Bill is the founding partner and a principal consultant with the Blue Fin Group and is a nationally recognized expert in the area of healthcare commerce, commercial operations, data, and technology management. Bill has extensive experience with sales, distribution and marketing channels having worked intimately with all provider types ranging from national, regional, and independent providers and across all manufacturer types ranging from brand, generic, consumer goods, and medical device. He has unparalleled pharmaceutical domain knowledge and a clear understanding of each channel's business model from patient acquisition through payer considerations.

"It's an honor to be recognized by the Editorial Board of PM360," said Roth. "I am personally devoted to creating a new type of collaborative Management Consultancy for my clients, and to ensure I can leave my thumbprint on the industry to which I serve."

Over the course of Bill's tenure as a consultant, he has personally contributed to business plans that have unlocked over a billion dollars in value to his clients and the industry he serves. He has been publicized in over 25 industry publications, is frequently cited by market researchers and Wall Street analysts for his accurate predictions of future events, and speaks regularly at industry events and seminars on the subject of healthcare commerce related issues and challenges.

### **About Blue Fin Group**

Founded in 2001, Blue Fin Group is the premier management and technology consulting firm focused solely on healthcare commerce. Our mission is to collaborate with healthcare clients of all sizes and stages to ensure they optimize their strategic, operational, and financial potential by maximizing the value contained in the physical, transactional and financial positioning, sale, and flow of product-based therapies through the engagement of passionate experts employing proven and adaptable methodologies.

Blue Fin Group is proud to service over 70 healthcare clients including manufacturers, commercial channels, and service providers. Our skills and services span vision, strategy, tactics & processes, and the technologies necessary to be successful in today's business world. We are skilled project managers and subject matter experts covering all disciplines required for healthcare commerce excellence. To learn more about the Blue Fin Group, please call Vice President and General Manager Sandy Griffith at 636.778.9401, drop a line at [sgriffith@consultbfg.com](mailto:sgriffith@consultbfg.com), or visit us on the web at [www.consultbfg.com](http://www.consultbfg.com).