

Chris Crawford

Practice Manager, Life Sciences Commercialization

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Chris is the Practice Manager of Life Sciences Commercialization at SVA Life Sciences, a member of the SVA family of companies.

In his role, Chris works with Emerging Life Science (ELS) companies as they transition from R&D focused entities to commercial organizations distributing product.

Through his experience in the ELS marketspace, Chris provides clarity to executive teams on how best to navigate the complicated and diverse waters of commercialization while avoiding the potential pitfalls in a highly regulated industry. His experience has taught that a clear, timely, and well-informed strategy across all functions of the organization does indeed guide a successful implementation and outcome.

Prior to joining SVA Life Sciences, Chris launched organizations around both his professional and personal passions. PARx Solutions was a subsidiary of Bio-Ops, Inc., which provided patients and prescribers with prior authorization support services. Sports-Cross was an ecommerce site, which targeted athletes and their wound-care needs.

Areas of Expertise

- Commercial Business Process
- Business Process Design & Improvement
- Sales & Marketing Strategy
- Supply Chain Management
- 3PL and Distribution Strategies
- Strategic Sourcing
- Program Management
- Cross-Functional Facilitation
- Field Force Effectiveness

Industries

- Biopharmaceutical
- Pharmaceutical
- Medical Device
- Healthcare

Education

St. Mary's College of California

- Bachelor of Science – Business Administration & Management
- Bachelor of Science - Economics