

Ira G. Asherman

Ira has been a management consultant for the past 40 years. He works primarily with the research and drug development divisions of the pharmaceutical industry on improving project team performance and on negotiation skills.

Ira has developed a series of negotiation skills programs for, among others, medical monitors, CRAs, statisticians, data managers, auditors and regulatory liaison staff. Among Ira's clients have been; Allergan, Amgen, Biogen, Bristol-Myers Squibb, Eli Lilly, U.S. Food & Drug Administration, G.D. Searle, Hoffman La Roche, Janssen, Merck, Novartis, Novo Nordisk, Organon, Parke-Davis, Pfizer, Quintiles, Rhone-Poulenc Rorer, R.W Johnson, PRI and Schering-Plough.

In addition to his negotiation work, Ira is also the co-developer of the recently published *Negotiation Effectiveness Profile*, designed to measure individual negotiation skills, the *Team Effectiveness Survey* that measures the performance of pharmaceutical project teams and the Regulatory Affairs Assessment designed to measure the performance regulatory affairs departments.

Ira has conducted programs throughout the United States, as well as in Belgium, Brazil, Canada, France, Germany, Great Britain, Hong Kong, Italy, Japan, Norway, Singapore, Sweden, and The Netherlands. Ira has spoken at conferences sponsored by the Regulatory Affairs Professional Society, PERI, the Association of Clinical Research Professionals and CHPA.

Ira is the co-editor of

- *The Negotiation Sourcebook* (HRD Press 2001),
- *The Sales Managers Sourcebook* (HRD Press 1992),
- *Twenty-five Role-plays to Teach Negotiation* (HRD Press 1995)
- *Fifty Activities to Teach Negotiation* (HRD Press, 1996).

Ira has also authored a number of journal articles on Negotiation, the Sponsor/CRO Relationship and Regulatory Affairs. The articles along with

several others can be found on Ira's website www.asherman.com along with his Negotiation Newsletter.