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Doug Long is Vice President of Industry Relations at IMS Health, the world's largest pharmaceutical information company. IMS Health provides consulting services and an extensive product portfolio to the pharmaceutical industry in more than 101 countries worldwide. Since joining IMS in 1989, Doug has been active in the successful implementation of data health databases and has a unique perspective on the changing U.S. and global healthcare marketplace and pharmaceutical distribution. Doug Long's Industry Year in Review features trends and forecasts of the U.S. market. Wholesalers, retailers, manufacturers, and multiple trade associations rely on Doug for guidance, direction and industry expertise.

Doug is a frequent industry speaker and permanent member of the Editorial Advisory Board of *HealthCare Distributor* magazine. He was a recipient of the 2004 Nexus Award for Lifetime Achievement and IMS' prestigious Summit Award in 2003.

Prior to IMS Health, Doug was at Nielsen Market Research for sixteen years in sales and marketing capacities. A native of Illinois, Doug received a BA degree from DePauw University and an MBA from Fairleigh Dickinson University.