

# Pharma **VOICE**

THE FORUM FOR THE INDUSTRY EXECUTIVE

**100**

of the Most  
Inspiring People



# > Determined Drivers

These life-sciences executives are navigating the bumps and curves of today's road to industry success with fearless confidence and inventive maneuvering.

## Roger **JONES**, Ph.D.

### THE GODFATHER OF ANALYTICS

**A** leading physicist, Roger Jones, Ph.D., has spent the past three decades creating successful, innovative technologies that glean actionable information from human and market behaviors in large and complex data.

Regarded by some as the “god father” of data pattern recognition technology for commercial uses, Dr. Jones first applied this practice in the finance industry helping banks manage risk and later in healthcare where it's used to help pharmaceutical companies reach the right targets to further their message around new therapies, ultimately improving healthcare for everyone.

Dr. Jones believes that there is a solution for almost every problem if you dig deep enough into data. As chairman, chief operating officer, chief scientific officer, and head of Qforma's product innovation team, he is a trend spotter and visionary. Under his leadership, Dr. Jones' teams have created several best-in-class products.

He had the foresight many years earlier to begin modifying his technology for a sector that would need to become significantly more targeted and efficient in its sales and marketing efforts due to a predicted tsunami of patent losses, mergers, budget cuts, and legislative actions that, at the time, had barely begun.

Dr. Jones has successfully blended his passions for science and business to create advanced analytic technologies for Qforma clients. These technologies focus on gleaning actionable informa-

tion from human and market behaviors in large and complex data sets. With insights like this, brand marketers can market more efficiently and optimize their personal and non-personal programs and gain insights into the local and regional level of physicians and their personal and professional networks.

These cutting-edge, data-mining tech-

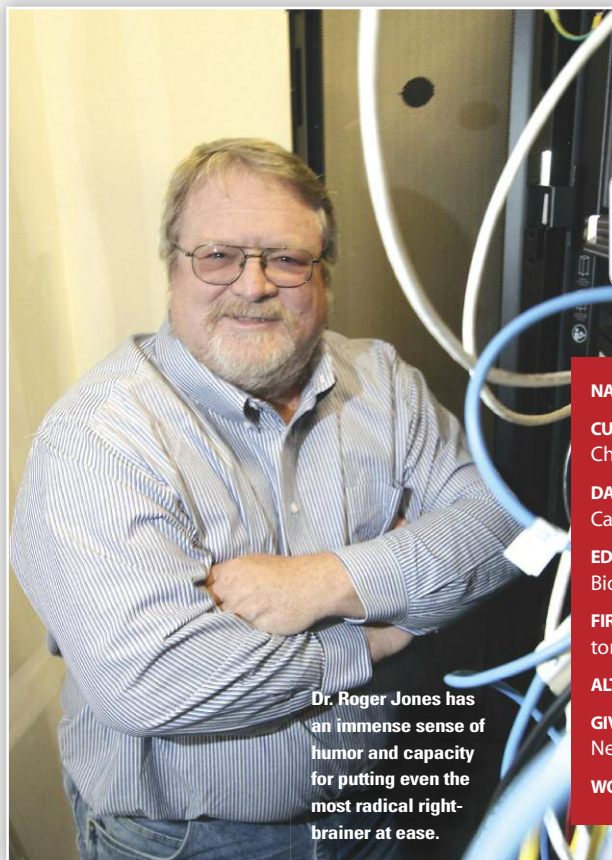
nologies are improving the efficiency and effectiveness of pharma sales and marketing initiatives during very lean times.

Dr. Jones is constantly searching for new, innovative and alternative ways to apply his predictive software to bettering people's lives. He is eager to take Qforma to the next level by offering its metrics and services across multiple industries.

His analytic technologies are now a mainstay of the industry, and any company not using them is inarguably behind the curve. **PV**

#### DID YOU KNOW?

Dr. Roger Jones often sends holiday cards that he painted himself.



Dr. Roger Jones has an immense sense of humor and capacity for putting even the most radical right-brainer at ease.

#### MATHEMATICAL. CREATIVE.

**NAME:** Roger D. Jones, Ph.D.

**CURRENT POSITION:** Chairman, Chief Operating Officer, Chief Scientific Officer, Qforma

**DATE AND PLACE OF BIRTH:** January 1953; Port Huenene, Calif.

**EDUCATION:** Ph.D., Physics, Dartmouth College; B.S., Biological Physics, University of Florida

**FIRST JOB:** Staff physicist, Los Alamos National Laboratory

**ALTERNATIVE PROFESSION:** Artist

**GIVING BACK:** Helps to bring high-end jazz concerts to New Mexico

**WORDS TO LIVE BY:** Try to stay calm

## Dr. Roger **JONES** • ELOQUENT GENIUS



**B**rilliance and eloquence come together in Roger Jones, Ph.D., Qforma's chairman, chief operating officer, and chief scientific officer. While his ideas would likely be beyond the grasp of most people, he is equally good at explaining

complex ideas at a very deep level. He is like that perfect college professor who opens up a particular subject for his students.

As a company leader he listens carefully, watches thoughtfully, and acts profoundly, yet he is compassionate and has an immense sense of humor. This combination encourages the best performance from a diverse group of people and encourages them to step out of a comfort zone to approach a challenge in a new way.

Before meeting Dr. Jones, his resume and knowledge set might appear intimidating: an expert in laser fusion and machine learning and founder or co-founder of several high-technology companies. In reality, he is funny, self-deprecating, and incredibly creative.

Beyond his accomplishments in the scientific and business place, he also encourages and supports artistic endeavors. An artist in his own right, he has inspired many team members to either learn or renew interests in painting, photography, and ceramics encouraging creative growth and outlets as well as creative thinking and solutions in the workplace.

Although he has achieved tremendous success across many sectors in the United States, Dr. Jones has not lost sight of his roots in New Mexico, nor the importance of fostering continued innovation in science.

In 2010, he established the Qforma Computational Thesis/Dissertation Award, which is presented to a University of Mexico (UNM) School of Engineering student for the most outstanding computational master's thesis or Ph.D. dissertation within a given academic year.

Dr. Jones has also established an annual Lectureship Award for promising junior faculty researchers in computer science at the University of New Mexico. **PV**

### Getting Personal with **DR. ROGER JONES**



**HOBBIES:** Painting, music, and cooking

**READING LIST:** Accountable Care Organizations: A Roadmap for Success by Bruce Flareau and Joanne Bohn

**FAVORITE BOOK:** Quantum Field Theory in a Nutshell by A. Zee

**FAVORITE MOVIE:** Babette's Feast

**BUCKET LIST:** Visit Prague, create meaningful paintings

**INSPIRED BY:** John Coltrane

**CONNECTED VIA:** Facebook, Linked In, Wikipedia (editor), business Chatter page, Twitter

**FAVORITE SMARTPHONE APP:** AroundMe for the iPad

**MOST UNUSUAL PLACE VISITED:** The origin of Rio Magdalena in the Andes in Colombia; Point Barrow, Alaska; Blue Holes on Andros Island in the Bahamas; Masai Mara on the Serengeti; the peak of Mount Kenya