



Company Profile

Who we are

Pugatch Consilium is a boutique consultancy firm. We provide evidence-based research, analysis and intelligence on the fastest growing sectors of the knowledge economy.

Dynamic and expanding, we work with a wide range of clients from the world's largest multi-national companies through to Chambers of Commerce, trade associations and public bodies. We also engage in partnership activities with international organisations such as the World Intellectual Property Organisation, European Patent Office, United Nations Environment Programme, the European Commission, the European Parliament and the Organisation for Economic Co-operation and Development.

Our research has been cited in peer-reviewed journals including *Nature*, *Scientific American* and the *Journal of Biotechnology* as well as in the mainstream media, on numerous blogs and in mentions on social media. Our high-quality research team come from diverse industry and academic backgrounds and all have one or more graduate degrees, and often a PhD, within their field of expertise.

What we provide is often the missing piece in the jigsaw puzzle. If you know what you are looking for, and you just don't know where to find it, we can provide the answer.

What we do - from blue sky thinking to raw data

Our **core strength** lies in our ability to amass the right facts and figures, to analyse them thoughtfully and, perhaps most importantly, to turn this raw data into strategic intelligence which companies can harness to their own key business and policy objectives.

We **specialise** not only in harnessing and creating knowledge but on the knowledge-intensive sectors of the economy. At one end of the spectrum, we have the ability to 'zoom out' and look at the 'state of the art' trends and strategic thinking needed to address future business and policy challenges.

But we also **recognise** the need to 'zoom in' on urgent analysis of the key facts, raw data or advocacy arguments to support current business objectives, operating with a fast turnaround. Working on a virtual model with team members based all around the globe, we are able to pivot quickly and provide what global companies need both in the urgent short-term commercial sphere as well as on the longer-term policy horizon.

Products and Services

Evidence-Based Data Sampling & Analysis

The growing availability of larger and more complex data sets and statistics provides end-users with the raw material from which to make better-informed strategic and commercial decisions. However, identifying, sampling and analysing the most suitable and useful data sets can be both challenging and time-consuming. We specialise in collecting and analysing the right data in order to allow our clients and business partners to make the most informed decisions about their future activities. Our evidence based analysis and data sampling can help transform and re-shape organisational and corporate strategies. With our assistance our clients and business partners are able to:

- Make decisions that rely on facts rather than on unfounded or untested assertions.
- Draw from the shared experiences of other organisations and industries.
- Combine pragmatic consideration with broader conceptual and scientific concepts that are relevant to the organisation's performance.
- Translate ideas and forward thinking into more rigorous and comprehensive operational plans.

Products and Services

Supporting Advocacy Efforts & Public Outreach

Communicating a clear and consistent message to consumers, regulators and the media is a vital, if challenging, aspect of any corporate strategy. We provide support for advocacy and public outreach campaigns, especially with regard to the creation of evidence-based messages relevant to specific campaigns. With our assistance our clients and business partners are able to:

- Build intellectually robust content and messages for their different campaigns.
- Link arguments and messages to existing supporting evidence and data.
- Refer to past experiences and examples from other sectors and industries.
- Provide credible intellectual and evidence-based responses to external threats.

Products and Services

Research & Horizon Scanning

Understanding the challenges and opportunities that the future brings is key to any business or institution around the world. Horizon scanning is a proven way of better informing long-term strategic investment and business decisions by challenging established paradigms of thought and promoting new ideas and innovation. We offer sector-specific strategic advice and analysis of anticipated future technical and business developments. This can take the form of longer in-depth reports and shorter topical briefings and presentations. With our support, our clients are able to:

- Test new concepts and ideas that may serve their future commercial performance.
- Plan and execute topical simulations and workshops aimed at bringing new insights into the future behaviour of the organisation.
- Combine working ideas and concepts into a new operational blueprint.
- Translate industry trends and systemic developments into specific market intelligence.

Our research tools

Indices and Surveys

Our tailor-made indices help clients and business partners to construct a highly accurate and concrete picture of the environment in which they operate. Some indices focus on translating qualitative data into a quantitative measure, such as the strength of intellectual property rights in different countries and in different sectors, or the relative openness in a sector to the entry of new products. Our indices rely on both objective data and subjective insights drawn from, for instance, custom-built surveys. Our other set of indices focus purely on quantitative measurements, such as the overall level of financing in a given sector or the level of innovation outputs in certain technological sectors.

Examples include:

Measuring Momentum

This first-of-its-kind index, covering all major areas of IP rights, can be used as a roadmap for countries seeking to create jobs, promote economic growth, and access new technologies. Published by the US Chamber of Commerce, Global Intellectual Property Centre

Taking stock

A survey of biopharmaceutical investment and competitiveness, the results of which were published in *Scientific American*.

Our research tools

Observatories

Our observatories aggregate and summarise large quantities of material in a given field. Our research team saves your time by summarizing and highlighting the key arguments and new pieces of academic evidence on your chosen topic, allowing you to harness this knowledge to your strategic and policy objectives. On average each observatory scans and processes hundreds of reports, be they academic studies or policy reports, providing you with a unique and tailor-made reference tool.

Case studies:

We have developed Observatories on Intellectual Property Rights as well as on Market Access and Health Technology Assessment.

Our research tools

Country Presentations

Our Country Presentations provide concise overviews and cutting-edge analysis of national health and pharmaceutical systems. They provide a new business intelligence tool which can be used in a variety of ways: to inform speech-writing, conduct executive education with a public affairs team, or simply get up to speed individually on an unfamiliar country or region. Uniquely, our country reports are designed as a ready-made slide presentation that can be given on any health and pharmaceutical topic in a given country. Our data and information is concise and straightforward, competitively priced, and packaged for easy access and communication. It contains exclusive analysis and up-to-date knowledge from sector experts and is accessible anywhere in the world through our bespoke database.

Our database is currently placing a special emphasis on the BRICs and Latin American economies.

Our research tools

Reports and white papers

Our team assists our clients and business partners in producing in-depth reports and presentations. These documents set out to link broader strategic issues with concrete action items and contemporary business or organisational challenges. Our work is based on rigorous scientific analysis and evidence gathering. Often detailed and technical in content, our reports are nonetheless written in a user-friendly and practical manner, emphasising concrete action points. Our white papers are policy-focused reports, providing the opportunity to look afresh at an existing issue or set the stage on a new issue, which has yet to be raised in depth in the broader public and media debate.

Selected examples include:

Global Challenges Report:

Intellectual Property & the Transfer of Environmentally Sound Technologies

Published by the World Intellectual Property Organisation

Report on The *Anti-Counterfeiting Agreement (ACTA): An Assessment*, jointly authored with Maastricht University
Commissioned by the European Parliament's Committee on International Trade and published by the European Parliament.

Leadership Team

Professor Meir Pugatch, Managing Director & Founder

Meir specializes in intellectual property policy, management and exploitation of knowledge assets, technology transfer, market access, pharmacoeconomics and the political economy of public health systems. He has extensive experience in economic and statistical modelling and indexing; valuation of assets and design of licensing agreements; providing strategic advice to international institutions, multinational corporations and SMEs from all sectors of the knowledge economy. His work is international in focus and he has wide-ranging knowledge of North America, Europe, Asia and the Middle East. He is also the Head of the Health Systems Administration and Policy Division at the School of Public Health, University of Haifa, and a Rotating Chair at the Postgraduate Programme on Intellectual Property Law and Knowledge Management (LLM/MSc) at the University of Maastricht.

Leadership Team

[Helen Disney, Director of Business Development](#)

Following over 15 years in the media and think tanks, Helen brings a wide range of experience to Pugatch Consilium. Her expertise lies in bringing our work to a variety of new audiences as well as maximising the capacity of our existing research and other services to meet the bespoke needs of our clients. As the founder and chief executive of the Stockholm Network, a leading pan-European think tank, Helen has many years' experience of influencing public policy debates. Formerly an editorial writer for *The Times* of London and *Daily Express* newspapers, she has also written regularly on a range of public policy topics for publications including the *Wall Street Journal Europe*, *Financial Times*, *Newsweek*, *The Sunday Express*, and *Public Finance* magazine.

Leadership Team

Dr. David Torstensson, Senior Consultant

David's focus is policy and economic analysis related to innovation, health care, pharmaceuticals, tax and intellectual property. He has wide experience in quantitative research methods including index-building and data sampling and is the author of a number of both academic and commissioned publications. David's knowledge spans from North America and Europe to the BRIC economies, and he speaks fluent Swedish. Prior to his work with Pugatch Consilium, David was with Deloitte LLP where he worked on a broad range of UK and international tax compliance and advisory projects. David holds a Master of Studies and DPhil (PhD) from Oxford University.

Leadership Team

Rachel Chu, Senior Consultant

Rachel specializes in biomedical and energy-related innovation as well as international innovation policy. She has particular experience in sector-specific trend mapping, survey building and benchmarking of intellectual property environments. Rachel's work focuses on Europe, with special emphasis on the UK and Spain, and she speaks fluent Spanish. She holds an MSc in European Political Economy from the London School of Economics and is currently a PhD student at the University of Maastricht's Law faculty.

Selection of clients

Astra Zeneca
Bayer Healthcare
Biotechnology Industry Organization
B.G.N Technologies
Edelman
EFPIA
LLC Pharmaceutical Consulting Agency
Egg and Poultry Board of Israel
Enterprise LSE
European Center for International
Political Economy
European Patent Office
European Parliament
Federation of Israeli Chambers of
Commerce
Global Intellectual Property Center, U.S.
Chamber of Commerce
Institute for Scientific Policy Analysis
International Center for Trade and
Sustainable Development
International Federation of
Pharmaceutical Manufacturers &
Associations
Maxwell Stamp
Merck
Microsoft

Ministry of Finance Israel
Ministry of Health Israel
Novartis
NovoNordisk
Patents and Trademarks Authority Israel
Pfizer
Pharma Israel
PhRMA
PwC
Rambam Medical Center Israel
Roche
Sanofi Aventis
Sheba Medical Center
Sivan Technologies
Northwestern Center for Intellectual
Property Management
Swiss Embassy to Israel
The Institute for Globalisation and
International Regulation, Maastricht
University
Timbro
United Nations University
US-Israel Science and Technology
Foundation
Vegetables Board of Israel
World Intellectual Property Organization

Contact Us

UK Office: 88 Sheep Street, Bicester, Oxon, OX26 6LP
Tel: +44 1869 244414 Fax: +44 1869 320173

Israel Office: 80 Achad Haam St. Tel-Aviv, 65206
Tel: +972 3 6299294 Fax: +972 3 6204395

info@pugatch-consilium.com

Follow Us

For more information on our services, to read our research reports or media coverage and for all the latest Pugatch Consilium news, please take a look at our online news room and blog or follow us on social media.

www.pugatch-consilium.com
[Twitter@PConsilium](https://twitter.com/PConsilium)

