

# UCI ROAD TO REINVENTION:

*a one-day conference for Executives on Leadership in the Digital Age*



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Greg currently leads technology for IQVIA Digital Transformation. His experience in Digital Transformation & advanced technologies began as a part of reengineering teams at Computer Sciences Corporation's Consulting Group. He has continued these experiences in digital transformation and digital health first as a part of the earliest Bluetooth enabled implantable devices and most recently in application of data generation & predictive models in clinical trials.

As a part of the IQVIA Digital Transformation team, Greg is responsible for helping clients adopt tools from the IQVIA Technology Suites, development of capabilities not in the IQVIA portfolio with clients and application of technologies to disrupt the current businesses of IQVIA & the life sciences industry in general.

One of these efforts in Digital Transformation has been the application of blockchain technologies to the clinical and commercial life sciences supply chain. This has relevancy to improving how we do things today but more importantly it influences new needs in the industry for better quality, more direct relationships with patients, support for changing business models like cell & gene therapies and other changes.