



USP Global Strategic Customer Development Staff possess the industry experience and scientific expertise needed to deliver knowledgeable consultation and responsive service to our customers. We anticipate our customers' resource needs, inform them about Reference Standards inventory and new products, support their involvement in USP initiatives and provide technical support on Reference Standard and *USP–NF* monograph issues.

## Frank Czworka V.P. | Global Customer Engagement & Key Account Management



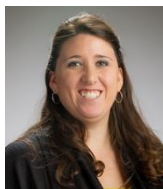
Frank brings more than 22 years of biotech and pharmaceutical experience to USP. He leads the organization's efforts to grow brand awareness and increase global utilization of USP's products and services portfolio to improve public health.

**Contact:** [FDC@usp.org](mailto:FDC@usp.org); +1-240-221-4676

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## Technical Services

### Lisa Corbin | Technical Services Manager



Lisa joined USP in 2008, working first in the USP Headquarters Reference Standards Laboratory, and now in Strategic Customer Development and Program Operations. Prior to USP, she worked in the chemical and pharmaceutical industries doing laboratory analysis for product release and stability testing.

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### Brian Gilbert | Technical Services Manager



Brian joined USP in 2000, initially working as a liaison to develop drug standards monographs, and later as a Course Development Manager in Pharmacopeial Education. He has been serving as a Technical Services Manager since 2006.

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### Robert Lafaver | Technical Service Manager



Bob joined USP in 2006 and is currently the Technical Services Manager for the *National Formulary* (Excipients) section of the *USP–NF*. He has more than 30 years of experience in the pharmaceutical industry, specializing in laboratory testing for quality control, stability and release testing. He also has experience with sampling bulk materials (API's and Excipients) in a clean room environment.

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## Americas Strategic Customer Development

### Roberto Shimahara | Director, Strategic Customer Development | North, South and Central Americas



Roberto has more than 23 years of experience in the pharmaceutical industry as a quality control chemist. He also possesses experience in management and sales and is an experienced USP Education instructor.

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## Americas Strategic Customer Development

### Kevin Correa | Sr. Strategic Customer Development Manager | US



Kevin has more than 17 years of experience in the pharmaceutical industry. He has worked as a chemist, in management and as a sales representative for laboratory analytical instruments. His account management experience includes managing direct customers and distributors.

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### David Johnsonbaugh | Strategic Customer Development Associate | US



David joined USP's strategic customer development division in October 2016. In his former role as a USP lab technician, he was responsible for a variety of production activities involving both automated and hands-on packaging methods. Prior to joining the organization, David worked for the U.S. Department of Commerce, National Institute of Standards and Technology as a biologist for more than 10 years.

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### Tracey Jordan | Strategic Customer Development Manager | US



With more than 20 years of research and pharma manufacturing industry experience, Tracey has held several roles since having joined USP in 2005. In her former role, she was responsible for supporting acquisition activities for USP's reference standard and modernization (up-to date) programs. Most recently, she has joined the strategic customer development group to support key portfolio accounts.

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### Laura McCurry | Sr. Strategic Customer Development Manager | US



Laura has more than 11 years of experience in the testing and characterization of USP Reference Standards. Additionally, she has more than three years of pharmaceutical industry experience in both quality control and assurance.

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### Matthew S. Vankoski | Sr. Strategic Customer Development Manager | US



Matthew has thirteen years of experience at USP in various roles. Prior to USP, he was a technical service chemist at a specialty chemical company. He is responsible for ensuring industry awareness of USP's processes, products, services and opportunities to collaborate with USP.

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## Europe, Middle East, Africa, Asia and Latin America Strategic Customer Development

**Paul J. Cowan** | Sr. Director, Strategic Customer Development | Europe, Middle East, Africa and Asia



For more than 20 years Paul has served in high-level national sales positions providing analytical instrumentation and supplies to the pharmaceutical/biotech industry. He is also a seasoned USP Education instructor.

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**Joseph Eaton** | Sr. Strategic Customer Development Manager | Asia



Joe has worked in USP's laboratories on performance testing methods of dosage forms, characterizations of USP Reference Standards and development of analytical testing methods.

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**Naiffer E. Romero** | Sr. Strategic Customer Development Manager | US and Latin America



Naiffer has more than 10 years of pharmaceutical industry experience, five of which he spent in USP's Dosage Form Performance laboratory developing new Reference Standard materials for performance testing. His combined expertise includes development and validation of analytical methods for pharmaceutical analysis and late-stage development and validation of dissolution methods.

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**Alex Fiechter** | Sr. Strategic Customer Development Manager | Central and Eastern Europe |  
Deutsch/Français/English



Alex's career includes seven years of experience as a pharmaceutical quality control chemist and eight years with the SOTAX group, working as a sales representative and then as a sales manager for the Europe/Asia distributor markets business unit.

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**Benoît Rime** | Sr. Strategic Customer Development Manager | Western Europe (Belgium, France, Spain, Portugal), Africa and Middle East | Français/English



Benoît has more than 17 years of experience in specialty chemicals and engineering thermoplastics. He previously held positions in technical sales, global account management and application development at several major global companies, including General Electric.

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**Jan T. Sielecki** | Office Manager | Europe, Africa, and Middle East | Deutsch/English



Jan has worked for USP for more than five years and is also the Meeting Manager, CMP. He has previous work experience at the UN in New York.

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## Brazil Strategic Customer Development

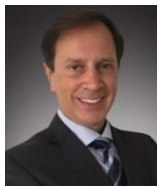
### **Nilton Tojar** | Brazil Site Head and Senior Director | Português/Español/English



Nilton brings more than 30 years of experience working for biotech and pharmaceutical industries. He leads Brazil Site efforts to increase brand awareness and the utilization of USP's standards and services aiming at improving the public health.

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### **Marco Aurélio Guimarães** | Strategic Marketing Associate Director | Português/Español/English



Marco has more than 20 years working as a professional at Pharmaceutical Industry in marketing and commercial area. As Strategic Marketing Associate Director, he is responsible for the SCD Team in Brazil, which includes SCD Managers, P.E. Coordinator and SCD intern. His main responsibilities are the development and implementation of an innovative strategic plan to our main customers and stakeholders.

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### **Denis Padeiro** | Strategic Customer Development Manager | Português/Español/English



After 18 years of experience working for the pharmaceutical industry in the R&D and CQ laboratories, Denis joins USP as Scientist in Reference Standard Lab in Brazil in 2012, with responsibilities which include monograph modernization and collaborative tests. Currently he is in charge of the customers support in the field.

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## India Strategic Customer Development

### **R. Karthik Iyer** | Associate Director, Strategic Customer Development



Before becoming a part of the USP–India team in 2008, Karthik gained more than six years of experience in marketing and sales of high-end science products throughout India, serving as a regional sales manager for a large, international laboratory instrument distributor.

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### **George Mathew** | Associate Manager, Customer Service



George joined USP–India in 2006, bringing with him 13 years of experience in customer service and sales operations. He has worked with chemical, agricultural and healthcare companies.

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## China Strategic Customer Development

**Kevin H.X. Cao** | Senior Director, Strategic Customer Development | 普通话/国语/English



Kevin spent more than nine years in China's pharmaceutical industry, acting as Country Operation Manager for SOTAX International Trading Co., Ltd. His experience in strategic planning, new product and market development and QA helps him provide comprehensive standards solutions to customers.

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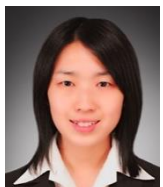
**Xiaoyun Cai** | Specialist, Strategic Customer Development | 普通话/国语/English



Xiaoyun joined USP-China in 2012, working as a bench scientist in Reference Standards Lab for 5 years, and now serving as a Strategic Customer Development specialist. Before join USP, he has more than four years of quality control experience in Boehringer-Ingelheim and SINE pharmaceutical company.

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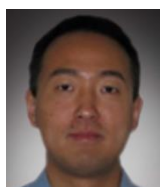
**Xiaochen Cao** | Marketing Specialist | 普通话/国语/English



Prior to joining USP, Xiaochen earned her master's degree in pharmaceutical analysis at Zhejiang University of Technology, and she also received professional training in Zhejiang Institute for Food and Drug Control. She helps her team better manage USP branding, customer relationships and products and services in the USP-China region.

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**Jie Liu** | Associate Director, Strategic Customer Development | 普通话/国语/English



Jie joined USP in 2008, initially working as Standards Acquisition Manager to acquire monographs and bulk candidates from external sponsors. He has been serving as the Strategic Customer Development manager since 2016. Prior to joining the organization, Jie worked for the Novartis Institutes for Biomedical Research (NIBR) as research scientist.

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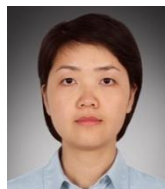
**Guohao Lu** | Senior Manager, Strategic Customer Development | 普通话/国语/English



Guohao joined USP-China as a Customer Relationship Manager. He has more than 10 years of sales experience in the pharmaceutical and medical industries. Prior to USP, he worked at Data Science International (DSI), Shanghai Biochip National Engineering Research Center and Shanghai DaAn Clinical Laboratory.

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**Doris Y. Wang | Manager, Pharmacopeial Education and Marketing Events | 普通话/国语/English**



Doris has about 10 years experience at USP—China on customer relationship management and pharmacopeial education program. Prior to joining USP—China, Doris gained nearly five years of experience in sales, business development management, and import and export operations with Sinopharm Chemical Reagent Co., Ltd.

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**Hejun Yuan | Manager, Chemical Medicine and Excipients, Strategic Customer Development | 普通话/国语/English**



Hejun joined USP in 2007, initially working as a scientist in Reference Standards Lab, and later as a manager in Standard Acquisition Department. He has been serving as a Strategic Customer Development – Chemical Medicine and Excipient Manager since 2016. Prior to joining USP, he has five years of pharmaceutical industry experience in method development and validation.

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