

## **GLENNA M. CROOKS, Ph.D.**

2323 Race Street, #207  
Philadelphia, PA 19103  
215.545.2023 Land | 610-247-5032 Cell  
[glenna@glennacrooks.com](mailto:glenna@glennacrooks.com)  
[glenna@sagemylife.com](mailto:glenna@sagemylife.com)  
[www.glennacrooks.com](http://www.glennacrooks.com)  
[www.sagemylife.com](http://www.sagemylife.com)

### **PROFESSIONAL HISTORY**

---

#### **SageLife, LLC, Philadelphia, PA (2014-present)**

*Founder and CEO*

SageLife, LLC offers SageMy™Life, IP-protected, SaaS method to optimize personal, family, career and business support networks to achieve better health, life and economic success.

#### **Strategic Health Policy International, Inc., Philadelphia, PA (1994-present)**

*Founder and CEO*

SHPI is a strategy firm, organizing chaos and solving complex problems in public health and health care for business, non-profit and government clients globally.

#### **Best Edge, Philadelphia, PA (2007-present)**

*Founder and CEO*

Best Edge offers individualized, one-day strategic planning sessions for high-performing executives to develop personal and business life plans.

#### **Merck and Co., Inc., Whitehouse Station, NJ (1988-1994)**

During those years, Merck was the world's largest pharmaceutical company, with annual revenues of over \$11 billion and rated America's Most Admired Company by Fortune Magazine.

*Vice President, Merck Vaccine Business, Worldwide Sales and Operations, 1994*

Developed and led strategic, marketing and tactical planning, business development and negotiations, joint ventures, product marketing and sales operations for all government- and private-market customers and partners globally.

*Executive Director, Merck Vaccine Business, Worldwide Sales and Operations, 1993*

Developed and led sale operations and partnerships to promote vaccine and immunization programs to government- and private-market customers globally.

*Executive Director, Merck Vaccine Business, North American Operations, 1992*

Developed and led sale operations and partnerships to promote vaccine and immunization programs to federal and state government- and private-market customers in North America.

*Public Affairs Counsel, Merck Vaccine Business 1991*

Led Public Affairs operations, including product marketing support, media and public relations, and policy and government affairs.

*Executive Director, Public Policy, 1990*

Developed and led global policy programs essential to profitability in innovative biopharmaceuticals, including science, technology, health care delivery, economics and trade. Merck's policy operations during this time was judged the best in the Fortune 500.

*Senior Director, Public Policy, 1988*

Developed and led Merck's U.S. policy and government strategy programs, including in human and animal biopharmaceutical discovery, manufacturing, marketing and pricing.

**The Pagonis and Donnelly Group**, Washington, D.C. (1986-1988)

Consulting and lobbying firm specializing in health, trade, tourism and environment policy.

*Member of the firm, serving as a consultant*

Led the healthcare practice with clients in biopharmaceuticals, medical devices, mining, investment banking, biotechnology and scientific associations.

Advised on strategy and implementation of legislation, regulation, product pricing, positioning and launch, and influence programs.

Established relations among public and private sector customers to support client interests. Key issues included biopharmaceutical and device development, healthcare quality assurance, HIV-AIDS prevention, tropical diseases, Orphan Drugs, Technology Transfer, substance abuse and controlled drugs.

**American Pharmaceutical Association**, Washington, D.C. (1985-1986)

Professional society representing 150,000 scientists, pharmacist clinicians, pharmacy educators, and students.

*Director of Policy*

Designed and led Policy Division and all its operations, including staffing and training programs, policy issue and strategic planning, government relations and political action, state associate relations, and research and information programs.

**U.S. Public Health Service**, Washington, D.C. (1981-1985)

U.S. Department of Health and Human Services Operating Division responsible for public health research, surveillance and services through the agencies of the Food and Drug Administration, National Institutes of Health, Centers for Disease Control and Prevention, Health Resources and Services Administration, Alcohol, Drug Abuse and Mental Health Administration, National Center for Health Statistics, and National Center for Healthcare Services Research and Technology. Agencies totaled 47,000 staff and (in current dollars) \$70 Billion annual federal expenditures. Also responsible for review and approval of policies of the Healthcare Financing Administration and the Social Security Administration.

*Deputy Assistant Secretary for Health*

Principal health policy advisor to all Senior Reagan Administration officials.

Led policy formulation and communication, strategic and budget planning, legislation, regulation, and management of government health policy staff.

Policy spokesman with international health and policy agencies. Responsible for relations with foreign governments on health policy and with former President Carter on domestic and global healthcare programs of the Carter Center.

**Southwest Indiana Medical Review Organization, Inc.**, Evansville, IN (1978-1981)

Regional Professional Standards Review Organization responsible for development and management of healthcare quality assurance and utilization for \$100 Million in government and private pay acute care hospitalizations and long-term inpatient care.

*CEO, 1979*

Led strategic, operations and financial management. Consulted with U.S. Federal Government to develop model programs for national implementation.

*Director of Research and Evaluation, 1978*

Developed data and research operations, including EDP system competitive bidding and selection, data policy, data analysis and use and monitoring of management objectives.

**Indiana University School of Medicine Family Practice Residency Program**, Evansville, IN (1979-1981)

*Lecturer* in psychosocial aspects of health, disease and clinical care for the Deaconess Hospital Family Practice Residency Program. Consulted on individual patient and family care.

**University of Evansville**, Evansville, IN (1977-1978)*Adjunct Professor of Psychology/Education***Indiana University**, Bloomington, Indiana (1975-1977)*Associate Instructor and Research Assistant* in the Department of Education while completing Doctoral Requirements. Developed and taught course in multicultural education. Consulted in high-risk obstetrical and neonatal care.**Washington Community Schools**, Washington, IN (1972-1975)*School Psychologist*

Designed innovative programs for students with special needs including the gifted and talented, learning disabled and physically handicapped. Secured federal program funding, identified students, counseled parents, teachers and administrators.

Consulted with Indiana State Department developing legislation and state-wide program models for children with special needs and special talents.

**EDUCATION**

---

**Indiana University**

1972 A.B. Psychology

1973 M.S. Educational Psychology

1978 Ph.D. Interdisciplinary Studies

**ACADEMIC ACTIVITIES**

---

**University of the Sciences of Philadelphia**, Philadelphia, PA

Adjunct Professor, Health Policy (2002-present)

**University of Pennsylvania**, Philadelphia, PA

Fellow, Center for Neuroscience and Society (2009-present)

**Drexel University**, Philadelphia, PA

Fellow, Center for Population Health and Community Involvement (2016-present)

**PROFESSIONAL AND CIVIC ACTIVITIES**

---

2016-present	Member, Board of Directors and Executive Committee, Beyond Celiac
2015-2016	Special Advisor to Executive and Board Leadership, Beyond Celiac
2013-2014	Member, Board of Directors, Greater Philadelphia Foundation for Women Entrepreneurs
2008-present	Contributor, Disruptive Women in Healthcare
2006-2013	Founder and Chairman of the Board, Causeway Collective Foundation
2005-2007	Member, Board of Counselors, Bill and Melinda Foundation, Pediatric Dengue Vaccine Initiative
2003-present	Member, Board of Directors, David A. Winston Health Policy Fellowship
2002-2003	Member, Institute of Medicine, National Academy of Sciences, Committee on Accelerating the Research, Development and Acquisition of Medical Countermeasures Against Biological Warfare Agents

1999-2002	Member, Board of Directors and Audit Committee, American Biogenetic Sciences, Inc.
1997-2003	Member, Board of Directors, Partnership for Prevention
1992-1994	Founding Vice Chairman of the Board of Directors, Partnership for Prevention
1992-1994	Member, Board of Directors, Public Health Foundation
1991-1992	Member, Commission on Drugs for Rare Diseases Pharmaceutical Manufacturers Association
1991-1992	Member, Committee to Advise OHTA on Priorities for Technology Assessment, Institute of Medicine, National Academy of Sciences
1990-1994	Member, National Council and Steering Committee National Institute for Child Health and Human Development National Institutes of Health
1986-1989	Chairman, National Commission on Rare Diseases U.S. Department of Health and Human Services
1985-1988	Member, Health on Wednesday
1985-1987	Vice Chairman of the Board of Directors, Scrubby Bear Foundation
1984-1988	Member, Executive Women in Government
1984-1986	Founding Member, Board of Directors, American Council on Transplantation

## AWARDS AND HONORS

---

2017	Woman to Watch, Disruptive Women in Health Care
2015	Samuel Gee Society Award, National Foundation for Celiac Awareness
1991	Award for Exemplary Service for Orphan Products Development, U.S. Department of Health and Human Services
1990	Management Award, Equal Access to Medicines Plan, Merck & Co., Inc.
1989	The Surgeon General's Exemplary Service Medallion, Surgeon General C. Everett Koop
1985	The Secretary's Special Recognition Award, The Honorable Margaret M. Heckler

## PUBLICATIONS

---

*Unleash Your Network Superpower, in press.*

*Strategic Grantseeking for Community-Based Organizations: Using Your Whole Brain, Whole Heart and Real Soul,* iUniverse, Bloomington, Indiana, 2014

Fillit, H.M., et al, "Recommendations for Best Practices in the Treatment of Alzheimer's Disease in Managed Care," *American Journal of Geriatric Pharmacotherapy*, Volume 4, Supplement 1, pp S9-S24, 2006

"The Rights of Patients to Participate in Clinical Research," in *The Grand Bargain: Ethics and the Pharmaceutical Industry in the 21<sup>st</sup> Century*, M. Santoro, T. Gorrie, eds, Cambridge University Press, 2005.

Committee on Accelerating the Research, Benet, Leslie (ed), *Giving Full Measures to Countermeasures: Addressing Problems in the DoD Program to Develop Medical Countermeasures Against Biological Warfare Agents*, National Research Council, 2004.

*Grantseeking: Science, Art, Strategy*, with Laudy Robinson, Covenant Matters Press, Fort Washington, PA, 2003.

*Covenants: Inspiring the Soul of Healing*, Covenant Matters Press, Ft. Washington, PA, 2002.

*Creating Covenants: Healing Health Care in the New Millennium*, Medical Vision Press, Old Lyme, CT, 2000.

"Designing Solutions for Securing Patient Privacy – Meeting the Demands of Health care in the 21<sup>st</sup> Century," with Bluml, Benjamin, *Journal of the American Pharmaceutical Association*, Vol. 39, No 3, May/June 1999.

*Quality Health Care for Children in SCHIP: A Guide for State Legislators*, with Jack A. Meyer and Nancy S. Bagby, Women in Government, Washington, D.C. 1999.

"Patient Privacy vs. Pharmacy Compliance – Health Care Values Collide," *Pharmaceutical Executive*, Vol. 19, No.4, April 1999.

"Drug Donations: Protecting Industry Philanthropy," *Pharmaceutical Executive*, Vol 18, No. 8, August 1998.

"Public Policy and the Pharmaceutical Industry," in Chelius, James, R., *The Economy of New Jersey. Volume 3. Health Care Issues*. New Jersey Business and Industry Association. Trenton, New Jersey, 1990.

"Orphan Drug Development Programs: A Justified Expenditure of Resources," in Scheinberg, I. Herbert, and Walshe, J.M., *Orphan Diseases and Orphan Drugs*. Manchester University Press, Fulbright Commission, London, 1987.

"How to Make a Difference: Shaping Public Policy," *Vital Speeches of the Day*, Vol. 52; No. 24: 756-760 (1986).

"Taking Charge: How to Make a Difference. Shaping Public Policy." *U.S. Public Health Reports*. Supplement July-August, 1987.

"Health Policy Making in America: The Process of Building Consensus," in Bankowski, Z., and Bryant, J.H., *Health Policy, Ethics, and Human Values: An International Dialogue*, Council for International Organizations of Medical Sciences, Geneva, 1985.

With McGivney, W., "The Care of Patients with Severe Chronic Pain in Terminal Illness," *Journal of the American Medical Association*, 251:1182-1191 (1984).

The Public Health Perspective on Allied Health Data Issues, *Forum on Allied Health*, Public Health Service, U.S. Department of Health and Human Services, 1982.

Continuity of Care. Southwest Indiana Medical Review Organization, Inc., 1981.

*Program Guide for Ancillary Services Review*, Executive Resources Associates, Inc, for the Department of Health and Human Resources, Health Care Financing Administration, 1981.