

Lionel has spent over 20 years in the pharmaceutical industry and is known as an innovative and solution-oriented marketing professional. He has specialized in the heart failure space, and was responsible for successful product launches, each generating over \$1 billion in sales. Lionel has also “carried the bag,” has led office-based and hospital-based sales forces to award-winning results.

Lionel’s years in the industry have enabled him to build a substantial network of individuals and organizations that have contributed to the work he has done. He created and executed robust and successful community events in African American and other minority communities for pharmaceutical companies and medical societies. In addition, Lionel was also closely involved in the clinical trials associated with the brands he led, having conducted strategy and execution for clinical trials in cardiovascular health and heart failure.

Lionel founded Inside Edge Consulting Group in 2004 with a clear and simple premise: to help development and commercial organizations across the healthcare industry put the tools and techniques that he had used so successfully to work for them. The key to all of it, as Lionel would say, was in “the human connections”. This belief has been his guide as he’s built out the firm’s services and team and as he approaches every client engagement. For Lionel, the best days are those focused on finding new ways to bring the right minds together — those who can help each other gain a real understanding of the opportunities at hand and how best to capture them.

His focus on connections is what also led Lionel to take on a leadership role in community-building, at both the local and national levels. In 2005, seeing a gap in the development of minorities and women in the pharmaceutical industry, he co-founded Get Together Group, an organization that fosters growth through networking, mentoring, education, and community outreach. He is the Board Chairman of the Make Well Known Foundation which is focused on supporting the health of minority and underserved communities. He has been a member of the CARE Pharmacy board of directors since 2018, and he’s been a member of the Pharma Board of Advisors at Saint Joseph’s University Haub School of Business, since 2012, supporting the next generation of leaders from the school where he received his own MBA in Pharmaceutical and Healthcare Marketing.