

## EXPERIENCE COUNTS

After an NIH post-doc at Yale School of Medicine Dr. Riker joined P&G's Richardson-Vicks managing clinical support of cough/colds brands and new technology. After 20 years at P&G in OTC health care he rebuilt the R&D function at Chattem as VP R&D & CSO allowing brand acquisitions and new product launches. In 2005 he advocated TENS devices as the next big OTC "switch" technology resulting in Icy Hot Smart Relief™. In 2009 he co-founded and invested in Modular Therapeutx, LLC a partnership that has brought wireless remote controlled TENS to the retail market through its licensee Hollywog, LLC. He founded On Point Advisors, LLC in 2007.

## AFFILIATIONS

- American Academy of Allergy, Asthma & Immunology\*
- American Society for Clinical Pharmacology & Therapeutics\*
- American Society for Pharmacology & Experimental Therapeutics
- Consumer Healthcare Product Association
- Drug Information Association
- Infectious Disease Society of America\*
- Licensing Executives Society
- Regulatory Affairs Professionals Society
- Society for Neuroscience\*

\* *Nominated & elected*

## On Point Advisors, LLC

A healthcare consultancy focused on technical innovation in support of consumer brands.



*New York's Grand Central Terminal at dusk*



## Who We Are

Donald Kay Riker, Ph.D., a native New Yorker, has a lifetime of experience in the over-the-counter healthcare industry as a former VP R&D & CSO at Chattem, a 20-year clinical & technology development leader in P&G's Personal Healthcare Division, and a successful self-made entrepreneur.

## Why Us?

- ✓ Singular focus on consumer products
- ✓ Multifunctional fluency
- ✓ Creative independent thinker
- ✓ Advocate of science to advance business
- ✓ Proven innovator & entrepreneur
- ✓ Clinical research professional
- ✓ Advisor to senior management

## Core Expertise

### Categories

- ✓ Cough/colds/allergy
- ✓ Pain (topical/internal analgesics)
- ✓ OTC/supplements/skin care

### Functions

- ✓ Product development
- ✓ Claims development
- ✓ Technology assessment
- ✓ Clinical trials

### Professional Background

- ✓ Pharmacology/Therapeutics
- ✓ Allergy/Infectious Disease
- ✓ Neuroscience

## How We Have Helped

- ✓ Claims, label & ad review
- ✓ Formula options
- ✓ Clinical trial design
- ✓ Technology search
- ✓ Claims support
- ✓ Patent defense
- ✓ Business development
- ✓ CMO transfers
- ✓ Disease understanding
- ✓ Tradeshow surveillance
- ✓ OTC device development
- ✓ Concept innovation using SpencerHall's Transform®

## How We Can Help

- ✓ Technical due diligence
- ✓ Switch candidate opinion
- ✓ Organization of R&D function
- ✓ Risk assessments
- ✓ Technology in-license
- ✓ Thought leader liaison
- ✓ Scientific advisor
- ✓ Board member

## Contact Us

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