



Medidata Appoints New China GM and Doubles Size of Talent in Region

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Accelerating Innovation and Adoption for Industry Leading eClinical Platform

SHANGHAI--(BUSINESS WIRE)--Jun. 28, 2018-- With China based customers doubling in 2017, Medidata (NASDAQ: MDSO) announced the appointment of Jim (Hui) Xu as general manager in the market, and plans to double the size of local talent. Recent regulatory changes in China are promoting faster drug approvals, and large sponsors and partners such as Fosun Pharma, BeiGene, and WuXi CDS are joining the [Medidata Cloud](#), the Intelligent Platform for Life Sciences for over 1,000 global biotechnology, pharmaceutical and medical device companies.

Jim Xu brings over 24 years of unique leadership experiences across healthcare technology and IT industries, both in China and the US. Recently he served as CEO of the China division of Caradigm, a GE Healthcare company, where he set up local operations and spearheaded the company's growth strategies. He has also worked in the health solutions divisions at Microsoft and GE Healthcare.

"We're excited about our fast growth and momentum in China. Jim's experience facilitating go-to-market strategies, product commercialization and successful sales performance will support the high demand for our innovative solutions tailored for the region," said Edwin Ng, vice president, field operations, APeJ of Medidata.

The pharmaceutical market in China is forecasted to reach [\\$167 billion by 2020](#), representing an annual growth rate of 9.1%. To meet this growing global demand, local drug and device developers are rapidly adopting the Medidata Cloud to enhance their global footprint and drive efficient clinical trials with a proven and scalable platform. Medidata's unified platform is seamlessly supporting China based companies as they address new global regulations, including ICH E6, and execute on their strategy to expand global studies beyond the region.

"China is a key region for life sciences, becoming the second largest pharmaceutical market in the world and growing rapidly driven by patient needs and innovation. Jim's appointment allows us to help our China based customers and partners leapfrog the market and accelerate research innovation," said Tarek Sherif, chairman and chief executive officer, Medidata. "Only Medidata can connect global and local CROs to the right sponsors and streamline the way global companies develop products and bring them to market. Our unified platform, pioneering analytics and data, and unrivaled expertise is powering the digital transformation of life sciences globally and provides unique value in China."

The Medidata NEXT event series is in [Seoul](#) July 10 and [Shanghai](#) July 12. Join Medidata executives and global life science industry leaders to discuss the future of drug development.

About Medidata

Medidata accelerates the digital transformation of life sciences through its unified platform, pioneering analytics, and unrivaled expertise. The Intelligent Platform for Life Sciences seamlessly delivers market-leading applications powered by artificial intelligence and real-world analytics to reduce risk, optimize revenue, and ultimately help patients.

More than 1,000 pharmaceutical companies, biotech, medical device firms, academic medical centers and contract research organizations around the world can now manage and optimize value across the clinical and commercial continuum. For more information: www.mdsol.com

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