



SOFIJA JOVIC

Mentor-in-Residence

Dr. Sofija Jovic is focused on applying research and digital health innovation to transform the life science and healthcare industries. As an entrepreneur and business executive, Sofija has developed a reputation for commercializing innovation and creating new market opportunities. In her role as the CEO of ProPhase, Sofija drove business success by harnessing the power of data to revolutionize how we conduct clinical development and understand and evaluate outcomes of treatment. She is passionate about helping healthcare and biopharma businesses understand the transformative potential of data in clinical development to help them grow and succeed. Sofija has helped successful completion of many pivotal clinical programs in rare/orphan and CNS diseases, some with Breakthrough designations, focusing on protocol design, outcome selection and optimization, and regulatory strategy.

In 2007, Sofija co-founded ProPhase, a private, for-profit New York-based global provider of pharmaceutical specialty services in behavioral data analytics in clinical trials. As the CEO, Sofija led the company from a four-person startup to a global leader in the field of clinical endpoint measurement, with over 900 expert clinicians worldwide. During her tenure, Sofija aggressively expanded and globalized the business, launching two new business lines, and building >25% profitability and sustained topline growth, leading to a successful exit to Private Equity in December 2016. Sofija was a Managing Board Member at ProPhase and holds current Board appointments at Integrated Behavioral Health (private, for profit) where she is the Chair of the Strategy Committee, CRA Assessments (private, for profit), and Gilda's Club of New York City (non-profit), where she is the Vice Chair. She was a Board director at Inflexxion (private, for profit) until its acquisition by IBH in May 2018. In 2016, Sofija was selected as one of top 20 executives in biopharma for the Boardroom Ready program by Women in BIO and as a National Association of Corporate Director (NACD) Board Governance Fellow.

Prior to transitioning into an executive career, Sofija served in a variety of roles, including private practice, academia, and clinical research. Sofija began her career as a clinical psychologist, professor, and researcher. She has published works in peer-reviewed journals and presented at professional and industry conferences. Sofija is the founding member of CNS Summit, serves as an advisor for Springboard Enterprises Life Science Council, and is a member of The International Society for CNS Drug Development (ISCDD), Women in BIO, and others. Sofija earned her PhD in Clinical Psychology from Long Island University and her MBA from Massachusetts Institute of Technology, Sloan School of Management.



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