

Contact

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www.linkedin.com/in/
zoranmpavlovic (LinkedIn)
herukahealthinnovations.com/
(Company)

Top Skills

Clinical Trials
Clinical Research
CRO

Languages

English (Full Professional)
Serbian (Native or Bilingual)
French (Elementary)

Certifications

Effective Study Co-ordination
European Coaching Association
Certificate
Principles of Clinical Research
Medical Advisers Programme
Protocol Writing Just in Time

Publications

Lamotrigine for the treatment
of impulsive aggression and
affective symptoms in a patient
with borderline personality disorder
comorbid with body dysmorphic
disorder.

Lamotrigine reduces craving and
depressive symptoms in cocaine
dependence

The Psychopharmacology of
Aggressive Behavior: A Translational
Approach: Part 2: Clinical Studies
Using Atypical Antipsychotics,
Anticonvulsants, and Lithium

Long-term treatment and relapse
prevention of alcohol and
benzodiazepine dependence with
lamotrigine

Zoran M Pavlovic MD. Your Excellence is Our Mission.

PSYCHIATRY & NEUROLOGY DRUG DEVELOPMENT &
MEDICAL MONITORING ■ CORPORATE WELLNESS ■
WORKPLACE LEARNING & DEVELOPMENT

Summary

Provide senior level consulting services in clinical drug and nutritional research development, Customers include academic and commercial service providers (CRO), biotech, pharmaceutical and nutritional companies. Creates and implements "Healthy & Happy Workplaces" Coaching programs. The concept includes Workplace Wellness (Well-Being), Stress Management, Burnout Prevention, Resilience Enhancement, Employee Engagement & Job Satisfaction programs. Organises Self-Management Mindfulness trainings for Corporate Executives and Employees. Board certified in Psychiatry. MD from School of Medicine Belgrade, Serbia. More than 24 years of clinical research experience as a medical advisor, regulatory officer, and investigator. 5 years of experience in Industry Medical Affairs and 5 years of global CRO Medical Monitoring experience. 2 years of CRO Scientific Affairs, Clinical Assessments and Data Surveillance expertise. 25 years of therapeutic expertise in psychiatry and neurology with a focus on schizophrenia, major depression, bipolar disorder, anxiety, ADHD, pain, substance use and impulse control disorders. Considerable experience in Movement disorders, Alzheimer's dementia and migraine. Member and Advisor of major Neuropsychopharmacology Associations and Editorial Boards of numerous peer-reviewed journals with substantial number of publications in eminent psychiatric journals.

Extensive experience in using Cognitive-Behavioural (CBT), Mindfulness-Based Cognitive (MBCT) and Mindfulness-Based Stress management (MBSR) tools and techniques. Long term experience with usage of various Psychometric instruments and scales.

Therapeutic expertise:

Major Depressive Disorder

Anxiety disorders

Bipolar disorders

Schizophrenia
Substance use disorders
Personality disorders
Impulse control disorders
Pain
ADHD
Movement disorders
Alzheimer's disease
Eating Disorders

Experience

Institute of Coaching, McLean/Harvard Medical School

Fellow

January 2020 - Present (6 months)

Springer Nature

Editor In Chief Book "Glutamate and Neuropsychiatric Disorders -
Current and Emerging Treatments"

September 2019 - Present (10 months)

"Glutamate and Neuropsychiatric Disorders - Current and Emerging
Treatments", is the book that will contain 18 Chapters (more than 500 pages),
and will provide an up-to-date, comprehensive overview of the current and
emerging glutamatergic treatments for major psychiatric and neurological
disorders. The book will be published by Springer NATURE.

Heruka Lifescience & Health Innovations

4 years

PSYCHIATRY & NEUROLOGY DRUG DEVELOPMENT & MEDICAL
MONITORING

July 2016 - Present (4 years)

Your Vision is our Goal.

- Clinical Development Consultancy provision regarding:
 - Product Development Plans
 - Protocol development assistance: consultation on study designs, endpoints, objectives, measurements and statistical analyses
 - Scientific and medical oversight of on-going trials
 - Patient recruitment and retention strategies
 - Strategies to maximize Critical Path Development and minimize time-to-market

- o Recruitment strategies
- o Feasibility assessments
- o Use of imaging, biomarkers
- Clinical lifecycle support strategies
- Liaison with KOLs and collaborative groups
- Investigator/sponsor relationships
- Development of Academic Advisory Boards
- Plan and prepare development teams for interaction and negotiation with regulatory agencies regarding, clinical matters, and development of pre-meeting packages
- Therapeutic area and protocol training
- Assistance with scientific publishing
- Medical Affairs Consultancy provision by transforming medical affairs to medical value data through:
 - Generation and presentation of high-quality scientific knowledge to the market
 - Education of stakeholders
 - Linking scientific and clinical results to patient outcomes, adding a value at every stage of a drug's development
 - Establishing best scientific communication strategies
 - Developing a strategy for market education prior to a new drug launch
 - Designing and data generation strategies, through integrating classical phase IV studies with real-world evidence
 - Understanding of unmet medical needs, attractiveness of treatment pathways, value of clinical trial protocol options and launch success rates
 - Developing real-world evidence phone applications

Mi StyLe Development® (Multiple Style Leadership Development) Coach

June 2020 - Present (1 month)

4-H (Happy, Healthy-Physically, Healthy-Financially & Harmonious)® Leader & Employee Coach

January 2018 - Present (2 years 6 months)

Work Happily. Work Healthily. Work Harmoniously.

- Develops and leads coaching programs to support healthy behavior in the workplace and improve Manager/Employee Health Outcomes
- Teaches Stress Management coaching through application of Cognitive-Behavioural and Mindfulness techniques and tools
- Cognitive-Behavioural Executive Coaching for improving Leader's Flexibility

- Trains on Mindfulness and Cognitive-Behavioural practices to reduce Low-Back and Chronic pain conditions
- Engages Managers/Employees in Burnout Prevention and Resilience Enhancement programs
- Anger Management
- Toxic organization management programs
- Creates and implements Corporate Weight-Management, Smoking Cessation and Chronic Insomnia programs
- Improves Manager/Employee Self-Management activities related to their chronic health issues
- Designs and monitors programs on improvement of Manager/Employee Mental Health issues
- Employee Engagement and Motivation Coaching
- Transformational Leadership Individual & Group Coaching
- Work-Life Balance Coaching
- Conflict Management
- Cognitive-Emotive Change Management
- Enhancing Emotional Intelligence Capabilities of Managers & Employees

OM-GROWTH (Organizational Mindset that promotes GROWTH)® Coach

January 2018 - Present (2 years 6 months)

Working Together on Building & Developing Organizations with Growth Mindset

Organization Development (OD) is an effort planned, organization-wide, and managed from the top, to increase organization effectiveness and health through planned interventions in the organization's ' processes by using behavioral-science knowledge.

I act as a Facilitator in OD processes by:

- Helping you to build "THE AGILE ORGANIZATION" which is innovative, sustainable and resilient
- Engaging organization culture change
- Bulding High Performance Corporate Cultures
- Helping you to increase profitability and competitiveness of your products
- Enhancing Organizational Resiliency
- Ensuring health and well-being of organizations and employees
- Facilitating employee learning and development
- Improving problem solving
- Increasing effectiveness and work performance
- Initiating and/or managing change
- Strengthening system and process improvement

- Supporting adaptation to change

PC FIT® Pharma-CRO Partnership Consultant

2017 - Present (3 years)

Fitting Together CRO-Pharma Partnerships.

CORPORATE LEARNING & DEVELOPMENT Consultant

January 2020 - Present (6 months)

Lifelong Learning is our Passion.

SWELL (STATES OF WELLNESS)® Lifestyle Coach

January 2018 - Present (2 years 6 months)

Your Path Towards State of Personal Wellness.

NUTRITIONAL NEUROSCIENCE, NUTRACEUTICALS & BIOACTIVES Consultant

January 2018 - Present (2 years 6 months)

Eat Smart for a Healthier Brain.

Provides:

- Consultations on Neurobiological properties of Bioactives & Functional Foods/Supplements.
- Consultations regarding clinical study design and monitoring related to Functional Foods & Supplements efficacy and safety profiles
- Market Entry Strategy to Functional Food Brands & Supplements
- Analysis of Market Research surveys
- Assessment of Functional Food Nutrition & Health Benefits
- Marketing Plan Development & Implementation for Functional Food Products & Supplements
- Sales Force Trainings on Healthy aspects of Functional Food products
- Consultations on Functional Food Health Claims content

NEUROMARKETING & NEUROSCIENCE OF CONSUMER BEHAVIOUR Consultant

January 2018 - Present (2 years 6 months)

Because Your Customer Mind Matters.

CORPORATE SOCIAL RESPONSIBILITY (CSR) RELATED TO MENTAL HEALTH Consultant

January 2018 - Present (2 years 6 months)

Helping You in Creating a Mentally Healthy Planet.

- Provision of Consultancy Services on CSR projects related to:
 - Employment & Inclusion of Persons with Mental Health Disorders.
 - Enabling easier access to Mental Health Services in low-income countries.

- Enhancing Resilience and Preventing Burnout in Informal Caregivers of persons with Autism, Alzheimer's Dementia and Chronic Mental Disorders.

The Nutrition Society
Member the Nutrition Society
2018 - Present (2 years)

Journal of Food Science and Nutrition
Editorial Board Member
December 2018 - Present (1 year 7 months)

Acta Scientific Nutritional Health
Editorial Board Member
October 2018 - Present (1 year 9 months)

Open Access Journal of Behavioural Science & Psychology
(OAJBSP)
Editorial Board Member
August 2018 - Present (1 year 11 months)

Global Journal of Intellectual & Developmental Disabilities
Editor
August 2017 - Present (2 years 11 months)

- Actively look for the views of associate editors, authors, readers, reviewers and editorial board members about ways of improving their journal's content
- Endeavour to set higher standards for the journal
- Sustain initiatives to educate researchers and young scholars about publication policies and ethics

Global Imaging Insights
Editorial Board Member
November 2016 - Present (3 years 8 months)

Innovations in Clinical Neuroscience
Member of the Editorial Board
March 2013 - Present (7 years 4 months)

Journal of Neuropsychiatric Disease and Treatment
Honorary Editorial Board Member
February 2013 - Present (7 years 5 months)

Annals of General Psychiatry
Member of the Editorial Board
August 2012 - Present (7 years 11 months)

European College of Neuropsychopharmacology (ECNP)
Advisory Board Representative
February 2010 - Present (10 years 5 months)
Belgrade, Serbia

Diamond Way Buddhism
Buddhist Meditation Practitioner
May 1999 - Present (21 years 2 months)

Worldwide Clinical Trials
Medical Director CNS
September 2015 - June 2016 (10 months)
Belgrade, Serbia

- Medical Monitoring of Neurology studies

Worldwide Clinical Trials
Director CNS Scientific Affairs and Clinical Assessments
February 2014 - July 2015 (1 year 6 months)
Mannheim Area, Germany

- Represented the CNS and clinical assessment expertise within the Company and provided therapeutic and protocol-specific insight for clinical research programs
- Responsible for creation and contribution to clinical program design, study protocols, feasibility reports, clinical study reports (CSRs), experience documents, client presentations and training materials for CRAs and investigators
- Supported relevant business development opportunities through capabilities presentations, proposal generation, feasibility assessment, and bid defenses presentations
- Developed proposals and budgets for clinical assessment services as therapeutic adviser and rater training expert
- Maintained a high level of competence with assigned projects, including knowledge of project and therapeutic advances by reviewing of relevant therapeutic/clinical literature and attending conferences and meetings
- Interacted with staff in other functional areas within the company to ensure the highest level of client satisfaction through successful execution of projects

- Facilitated the integration of clinical assessments, trial design, medical writing, and regulatory processes with clinical operation services
- Oversaw the management of global rater certification programs and therapeutic issues related to assessment for the life of each study
- Developed training materials, including videos and interactive presentations
- Provided therapeutic training for internal WCT staff and sponsor staff when necessary
- Provided therapeutic training for investigators and acted as the expert for clinical assessment at investigators' meetings
- Interfaced with Key Opinion Leaders and various therapeutic experts to expand business relationships with sponsors and agencies
- Functional Managerial responsibilities for direct reports/clinicians within European region

PRA International

Medical Director CNS

October 2011 - January 2014 (2 years 4 months)

- Supported study design, generation of study protocol, CRF, informed consent, Investigators Drug Brochure, Statistical Analysis Plan, and other study material, selection, and recruitment of investigational sites
- Assumed responsibility for ethical, e.g. medical, aspects of study
- Led and/or contributed to discussions with regulators and/or investigators, Opinion-leaders, internal and external clients, and project team support
- Provided continuous medical monitoring during study conduct, answering site questions on inclusion/exclusion criteria or other protocol questions, evaluation of SAEs and AEs, review of laboratory and other patient's data, review of codes for medical history, concomitant diseases and medications, adverse events, and provided medical expertise to project team during life-cycle of study
- Supported the feasibility group in developing feasibility plan and questionnaire, in determining type of investigational sites and in selecting countries and sites
- Reviewed feasibility results and reports
- Developed and provided training relevant to specific study to project team, attended and/or presented at Investigator, internal and external project team meetings. Developed and implemented training for PMs, CRAs, CSAs, CDCs, STATS, AP, DP, medical monitoring associates, medical writers; served as an active mentor to one or more junior staff members

- Supported Business Development by providing medical expertise to identify, acquire, and win new business
- Contributed to RFPs and attended bid-defense meetings including generating presentations and took active role in RFP discussions with clients

Private Practice "Dr. Pavlovic"

Psychiatrist

August 2002 - September 2011 (9 years 2 months)

Belgrade, Serbia

Provided ambulatory care to psychiatric patients with schizophrenia, major depression, anxiety disorders, OCD, PGD, substance use (alcohol, cocaine) disorders.

Publications in British Journal of Psychiatry, European Journal of Psychiatry, Official CINP Journal, Official Journal of the American Neuropsychiatric Association (ANPA)

Comitato Internazionale per lo Sviluppo dei Popoli

Country Representative

December 2000 - July 2002 (1 year 8 months)

Belgrade, Serbia

Responsible for provision of information to donors and local community on international and local activities of CISP. Responsible for identification of needs, gathering of information for project proposals, establishing contacts with local community, evaluation of potential partners among Ministries, Public Institutions and local NGOs, collaboration with expatriates on planning and preparation of project proposals. Administration and finance within a representative office.

Institute of Psychiatry Clinical Center of Serbia

Psychiatric Resident Volunteer

April 1999 - January 2002 (2 years 10 months)

Belgrade

Provided psychiatric treatment to in and out patients in various psychiatric departments.

GSK

Medical & Regulatory Officer

September 1996 - March 1999 (2 years 7 months)

Belgrade, Serbia

Medical Advisory i.e. Medical Manager work, Regulatory submissions, Clinical Research and Pharmacovigilance activities, Poster and Oral Presentations

on Psychopharmacology Drugs on ECNP and CINP Events. Worked on Lamotrigine in Epilepsy and Bipolar Disorder, Sumatriptan in Acute Migraine and Paroxetine.

Performed key activities related to planning, execution and reporting of Medical Affairs studies and ensured their timely and on budget delivery

Developed study related documents and presentation materials for study related advisory boards, investigator meetings, protocol training meetings for local medical organizations and speakers at meetings

Performed ongoing review of clinical study data, final analysis and interpretation, and acted as medical key contact point for assigned MA studies

Served as a disease area scientific and medical expert for customers/ stakeholders, e.g., regional medical organizations, and patient advocacy groups.

Led the Medical Communication initiatives related to publication plan and ensured its execution (provided input on scientific content, supported/led data mining activities and review processes associated with execution).

Supported/ led internal and external medical education and communication initiatives (e.g., speaker training, advocacy, advisory boards, launch support, congress planning and execution).

Provided strategic medical scientific input for the assigned program/brand(s) and contributed to strategic MA and Clinical Development Plan

Supported creation of promotional and non-promotional materials

Supported safety related activities

Contributed to people development such as MSLs

Galenika a.d. Belgrade

CNS Product Manager / Medical Adviser

May 1994 - July 1996 (2 years 3 months)

Belgrade, Serbia

Worked on Eli Lilly and Roche CNS products (fluoxetine, moclobemide and extended-release levodopa + benserazide) and carbamazepine (Epilepsy).

Preparation of Marketing Plan, prospectus, advertisements for medical and other scientific journals, media coverage (newspapers, TV), preparation of safety data sheet in collaboration with pharmacology department, preparation of poster presentations for international and local events

Goethe-Institut e.V.

German Language Course

October 1993 - December 1993 (3 months)

Berlin Area, Germany

Attended language course and obtained B2 (ZMP) certificate in German language.

Clinical Centre of Serbia

Internship

June 1992 - July 1993 (1 year 2 months)

Worked in various departments within Clinical Center as a resident providing medical care to inpatient population.

Education

University of Basel

European Course in Pharmaceutical Medicine (ECPM) · (2013 - 2015)

University of Belgrade

Resident, Psychiatry · (1994 - 1998)

University of Belgrade

MD, Medicine · (1986 - 1992)

Third Gymnasium

Technician, Molecular Biology and Biochemistry · (1981 - 1985)