Tobe Chima

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PROFESSIONAL EXPERIENCE

Basis Health, New York City, NY
Senior Associate Consultant September 2025 – Present

- Run 4 to 6 concurrent biopharma engagements ($100K to $300K each) across two client organizations, as primary client lead on about three, owning workplans, QC, timelines, and vendor coordination with a rotating team of junior associates
- Designed the methodology, structured the scope of work, and built the pitch for a $269K launch strategy engagement; separately scoped and pitched a $34,100 expansion
- Primary client lead on the quarterly patient and HCP tracker for a CNS brand nearing $1B in revenue; recommended a faster fielding vendor and, with the manager, cut QC rounds from three to two
- Supported the firm-wide rollout of an AI platform, helping drive adoption above 95% and reported time savings of 40–60%; built the onboarding program used to train 6 new hires
- Built the Excel live-capture and analysis grids now used as the team's standard template on interview studies, and added an AI QC step to manual review that other team members adopted, reducing senior review on those workstreams
- Co-built a firm-wide associate fireside chat series (format, speakers, facilitation) that 80 to 90% of associates attend

Associate Consultant September 2024 – September 2025

- Proposed and built Basis Health's first co-op recruiting program with Northeastern, secured leadership buy-in, and run it end to end, from postings to onboarding: ~75 applications, 3 offers, 2 full-time hires, second cohort underway
- Wrote the Associate Handbook, the central reference associates use for firm processes from onboarding onward
- Validated a rare disease brand refresh in under four weeks, pairing qualitative interviews with online discussion boards so executives could approve the change on the client's timeline
- Mapped HCP, patient, and caregiver journeys across three markets for a $704M brand in its second launch year; the work reset its positioning ahead of a multi-market rollout

Scout Design Studio, New York City, NY January 2024 – July 2024
Project Manager & Design Strategist

- Ran a 13-person team across product design, engineering, and strategy through a website relaunch and brand refresh

NewtonX, New York City, NY July 2023 – December 2023
Client Delivery Associate, Co-Op

- Delivered 10+ engagements for Fortune 500 clients end to end, owning $30K+ in monthly recurring revenue

Diem, New York City, NY June 2020 – December 2021
Brand Partnerships & Growth Intern

- Ran the Airtable pipeline for 100+ partners at a consumer health startup through its public launch; bi-monthly user research fed outreach and activation changes that lifted waitlist-to-active conversion 25%

LEADERSHIP EXPERIENCE

Women's Interdisciplinary Society of Entrepreneurship (WISE), Boston, MA May 2020 – May 2022
Co-Director / VP of WeSupport

- Co-founded WeLaunch, a 7-week accelerator that launched 7 ventures and secured $50K in funding
- Led a 25-person board for a 500+ member organization and rebuilt the mentorship pipeline, raising applications 150%

EDUCATION

Northeastern University, Boston, MA May 2024
Bachelor of Science, Behavioral Neuroscience & Design, Summa Cum Laude, GPA 3.93/4.00

SKILLS & TOOLS

Operations: Program building, process design, project and vendor management, stakeholder management, training

Analytical: Market sizing, segmentation, competitive intelligence, primary and quantitative research

Tools: Excel, PowerPoint, Airtable, Veeva CRM, Qualtrics, Notion, Miro, Figma, Claude, ChatGPT, Microsoft Copilot