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Dr. Ashoke Bhattacharjya is Executive Director, Health Economics and Policy, Medical Devices & Diagnostics, Johnson & Johnson Medical, Asia-Pacific. In this capacity, he is responsible for a broad range of economic analyses and strategic activities in support of health and innovation policy as well as reimbursement issues facing Johnson & Johnson and the healthcare industry at large. He has several published papers on these topics in leading peer reviewed academic and policy journals.

Dr. Bhattacharjya is engaged in projects related to the policy analyses of international health systems, the economics of innovation as well as evidence-based medicine. He has also held a variety of positions within Johnson & Johnson's Corporate Policy group and Janssen Pharmaceutica's research, medical affairs and business development units. Prior to joining Johnson & Johnson in 1996, he worked as an economist in Pfizer's Corporate Strategic Planning and Policy Division.

Dr. Bhattacharjya was an Asst. Professor in the Economics Department of Columbia University as well as Instructor at NYU's Stern School of Business at various times from 1990 to 1994. He received his Ph.D in Economics from Columbia University.