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Dr. Wolff has over 20 years of experience in the health and life science industries as a scientist and analyst working in the U.S. and Europe. Mark joined SAS in 2005 and is a Principal Industry Consultant within in the Health and Life Sciences Global Practice. Mark's areas of expertise at SAS include the development and application of advanced and predictive analytics in the life sciences and healthcare with a particular interest in patient safety and outcomes. Current work focuses on methods and application of unstructured data and text analytics in support of safety/outcomes research, visualization and development of intelligent, decision support systems for healthcare. Prior to joining SAS Mark held a variety of research and leadership positions in academia, government and industry. He holds a Bachelor of Science degree from Loyola College in Maryland, a Master of Science and a Doctorate in Toxicology from North Carolina State University.