

Genesis Research Group Appoints Sarah Alwardt, PhD, as Executive Vice President, RWE/HEOR

Sarah joins the Executive Leadership Team and will lead the company's global real-world evidence and health economics and outcomes research business.

HOBOKEN, NJ, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- [Genesis Research Group](#) today announced the appointment of [Sarah Alwardt](#), PhD, as Executive Vice President, [RWE/HEOR](#). She joins the Executive Leadership Team and will lead the company's global real-world evidence (RWE) and health economics and outcomes research (HEOR) business.



Sarah Alwardt

Sarah is an accomplished executive with extensive experience leading evidence generation, healthcare analytics, and research organizations across the life sciences industry. Most recently, she served as President of Avalere, where she led the delivery of evidence generation, health economics, policy, and market access solutions for life sciences, payer, and advocacy clients.

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*Sarah Alwardt, EVP,
RWE/HEOR, Genesis Research
Group*

Prior to that, Sarah founded and scaled Ontada, McKesson's oncology research business, where she built a scientific organization that produced more than 200 peer-reviewed publications, advanced innovative real-world evidence strategies, and supported multiple regulatory submissions. Earlier in her career, she held leadership roles at Humana, Givaudan, and Brown-Forman.

David W. Miller, Chief Executive Officer,
said:



Genesis Research Group

"Sarah is a highly respected leader with an exceptional track record of combining scientific excellence, operational leadership, and commercial insight. As our clients increasingly seek integrated evidence strategies to support decisions across development, access, and commercialization, Sarah's experience and vision make her exceptionally well positioned to lead our RWE/HEOR business as we continue into our next phase of growth. We are delighted to welcome her to Genesis."

Sarah holds bachelor's, master's, and doctoral degrees in Chemical Engineering. She has authored numerous scientific publications, holds multiple patents, is an active member of ISPOR, and is a frequent speaker on real-world evidence and healthcare innovation.

Sarah Alwardt, Executive Vice President, RWE/HEOR, commented:

"What attracted me to Genesis was the opportunity to join a team that combines scientific rigor with deep expertise in HEOR, real-world evidence, and market access. As healthcare becomes increasingly data-driven, clients need partners who can connect evidence, stakeholder insights, and strategy to support better decision-making. Genesis is uniquely positioned to bring together expertise across disciplines, provide evidence stewardship, and help clients translate evidence into action. I'm excited to join the team and deliver meaningful impact for our clients and the patients they serve."

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