



*Ann Peets*  
*Marketing Expertise*



# Ann Peets



*Transforming average brands into star performers in the Pharmaceutical, Over-the-counter, Consumer and Device categories for over 20 years*

## **Talents**

- Senior Marketing Executive who blends data-driven strategy with hard-hitting tactical plans to maximize business growth and profitability
- Especially gifted at uncovering key consumer insights that unlock a brand's potential and translating these into a highly disciplined marketing approach to take a business to the next level

## **Experience**

- Significant experience directing end-to-end product management cycle; from ideation to commercialization, to launch and promotion to consistently exceed revenue objectives
- Broad-based experience across functions (marketing, sales, product management) and from transforming product lines ranging from \$10 million to \$1.6 Billion in Sales
- Led teams at Novartis, Glaxo Wellcome, Pfizer, and Mylan

## **Education**

- MBA, General Management from Kenan-Flagler Business School at UNC
- B.A. in Psychobiology from Wellesley College

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