

High performing, action-oriented **Senior Marketing Executive** who blends data-driven strategy with artful execution to maximize business growth and profitability – often serving as the “go-to executive” for transforming stagnating brands into star performers. Especially gifted at uncovering key consumer insights that unlock a brand's potential, and building and leading high-caliber teams through a proven, highly disciplined marketing approach that takes consumer brands to the next level. Trusted executive advisor and natural born leader skilled at collaborating across functions to optimize marketing operations and sales alignment for increased speed to market. Significant experience directing end-to-end product management cycle, from ideation, to commercialization, to launch and promotion – consistently exceeding revenue objectives. Extensive P&L responsibility.

Broad-based experience across functions (marketing, sales, product management), categories (consumer, OTC and others), company sizes (from 10 to 50,000 employees) and product lines (from \$10M to \$1.6B in net sales). *Select accomplishments include:*

- **Building High-Performing Organizations:** Built BD Rx, Inc. from the ground up, directing over 30 team leaders from diverse functions in designing all operations, processes, systems and infrastructure required to support this new division.
- **Re-igniting Growth via Effective Consumer Marketing:** Drove 10% growth for EpiPen through producing company's first national, integrated brand plan and direct-to-consumer campaign (TV and online) in 24 years.
- **Innovating Consumer Brand that Widened Category:** Developed and launched Halls Fruit Breezers, which was an instant hit that is still successful today – broadened Halls franchise beyond cough/cold segment and grew the business substantially.

### Comprehensive Marketing Expertise that Accelerates Growth

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|---|--|
| ▪ Strategic Planning and Development        | ▪ Best-in-Class Team Builder and Leader          |
| ▪ Cross-Functional and Global Collaboration | ▪ Strategic Partnership Development / Management |
| ▪ General Management / Executive Leadership | ▪ Customer and Competitive Analysis              |
| ▪ Consumer / CPG Marketing Expertise        | ▪ Sales Management                               |
| ▪ Brand Lifecycle Management                | ▪ Internal Selling / Negotiation                 |
| ▪ Consumer Advertising / Promotions         | ▪ Multi-Format Presentation Skills               |
| ▪ Marketing Operations Management           | ▪ Financial and P&L Responsibility               |

### Strategizing and Executing with Excellence to Drive Revenue and Profitability

**AFAXYS, Inc.**, Charleston, SC

2014 – present

*Market leading company in public health ensuring affordable access to products and services for public health buyers.*

#### **CORPORATE HEAD OF MARKETING – 2 DIVISIONS: GROUP PURCHASING & PHARMACEUTICALS**

**Afaxys needed a marketing expert to brand, establish marketing strategy, and successfully launch products for the corporation and two divisions to grow the company from start-up to market leadership in public health.**

Crafted and led implementation of corporate, pharmaceutical and group purchasing division branding, positioning, key messages and product launches. Applied strong marketing discipline to transition company from start-up to successful company. Prepared quarterly results, key issues and opportunities, and presented these to Board of Directors. Strategic commercial leadership included development of 5-year strategic, annual, and divisional marketing plans. Led successful implementation via marketing team coordination with adjacent functions. Partnered closely with advertising, digital, and public relations agencies to maximize results on limited budgets. Handled communications crises as they arose. Hired in, supervised, and developed marketing team of 3.

- Grew Afaxys to #1 (40% market share) in Oral Contraceptive Clinic Institutional Market ahead of large competitors Teva and Actavis – establishing Afaxys as public health market leader

- 3 of 5 Afaxys brands are #1 in their categories
- Increased women's health product unit sales by 78%
- Successfully launched 5 contraceptive products
- Diversified customer base from existing clinic segment to 96% coming in from new customer segments
  - Drove insight gathering to successfully define and develop this new customer market segment

**BD Rx, Inc.**, Franklin Lakes, NJ

2011 – 2014

*New pharmaceutical division of Becton, Dickinson & Company – a \$7.8B global medical technology company that is helping all people live healthy lives.*

### **MARKETING DIRECTOR – BD SIMPLIST LINE OF READY-TO-ADMINISTER PREFILLED INJECTABLES**

**BD had developed a device/drug combination product line and needed a commercial leader to form and name a new division, launch it favorably into the marketplace, and successfully commercialize the new product line in this new segment for BD.**

Conduct 360° market analyses, uncovering insights to maximize business potential and drive differentiating brand vision, messaging and positioning for BD's Simplist line of Prefilled Injectables. Design integrated marketing strategy, consisting of traditional and digital marketing, PR and sales initiatives, which maximize revenue growth and profitability. Direct all product launch efforts, from crafting commercialization and launch strategies, to optimizing operations company-wide, and leading cross-functional teams internally in executing best-in-class product launches. Provide ongoing marketing leadership, serving as thought leader for company as it adopts more aggressive marketing tactics.

- Built BD Rx, Inc. from the ground up, directing over 30 team leaders from diverse functions in designing all operations, processes, systems and infrastructure required to support this new division.
- Innovated and secured internal buy-in of two-stage launch strategy that established BD as a credible thought leader in the pharmaceuticals segment and ensured an aggressive product launch for its Simplist line of injectables.
  - Stage 1 (Market Development): Developed and generated PR coverage for a BD Injectable Medication Errors Study to establish BD Rx as a thought leader and new division in this new market segment. Awareness of BD Rx grew from generating 20 original articles reaching a total audience of over 13 million.
  - Stage 2 (Launch): Successfully launched product lines, ensuring all logistics and operations, marketing strategies and sales/go-to-market support were in place for a best-in-class launch. Awareness of BD Rx and BD Simplist has grown to 30% in just a few months and the product launch growth trajectory is strong.
- Secured Wall Street Journal exclusive with a BD executive: press release coverage in 280+ outlets resulting in 58 million launch media impressions.

**Dey, A Mylan Company**, Basking Ridge, NJ

2009 – 2010

*Branded division of Mylan Inc, the #3 worldwide generic pharmaceutical company.*

### **GROUP MARKETING DIRECTOR – EPIPEN AND EMSAM**

**Company needed classically trained marketing leader to reignite growth for its flagship brand, EpiPen, which, despite having over 90% market share, was stagnating.**

Developed and led cross-functional execution of comprehensive, consumer-focused marketing plans to support business growth and enhance brand equity of two of Dey's leading products – accountable for top-line sales of \$310M and budget of \$30M. Performed deep-dive consumer and brand analyses, continually identifying new market trends and product usages, and driving new revenue opportunities. Designed and optimized, in partnership with HR, finance, legal and other functions, high caliber marketing function operating efficiently and at peak performance. Built, nurtured and maintained strong agency partnerships (Consumer, PR and others).

- Drove 10% growth for EpiPen through producing company's first national, integrated brand plan and direct-to-consumer campaign (TV and online) in 24 years.
- Better targeted at-risk patients by rebranding anaphylaxis medical condition to consumer-friendly "Allergic Emergency" – widening category and bringing a completely new group of consumer users to the brand.
- Designed, in collaboration with advertising agency, highly effective consumer ads that generated a 12% spike in sales every time commercials aired.
- Caused major branded competitors (Adrenaclick and Twinject) to exit market through strong partnership between marketing and sales.

**Sunovian (formerly Sepracor)**, Marlborough, MA

2008 – 2009

*Specialty pharmaceutical company with a focus in CNS and respiratory products.*

**EXECUTIVE DIRECTOR – RESPIRATORY FRANCHISE, XOPENEX AND BROVANA** (\$500M)

**Company needed to optimize marketing strategy for its flagship brand, Xopenex, and ensure a successful full-market launch for Brovana.**

Held general management oversight of in-line respiratory brands, providing executive leadership and management of the company's marketing organization and crafting strategic marketing plans, based on intelligent insight generation, to achieve revenue and market share goals. Partnered with sales to ensure alignment with all marketing initiatives and that messaging was executed appropriately. Directed agencies in direct-to-consumer and PR marketing. Led marketing team of five.

- Delivered net sales 6% ahead of objectives.
- Tripled Brovana revenue from \$14M to \$61M by strengthening messaging and expanding to consumers.
- Increased profits for Xopenex by maximizing brand spend on ROI-focused marketing.
- Grew revenues from cross-functional collaboration between managed markets, brand and sales teams.
- Built "best-in-class" marketing team through intense career development of members.

**Novartis Corporation**, East Hanover, NJ

2002 – 2008

*#6 US pharmaceutical company.*

Personally selected as go-to executive leader to lend marketing expertise and to redirect high-profile brands facing multiple challenges back to profitability and growth. Across all roles, conducted in-depth market research to uncover growth drivers; led the development, adoption and implementation of innovative marketing strategies - providing an integrated, best-practice approach to achieving company's desired market growth; developed game-changing messaging to support brand positioning; collaborated with sales and other functions to take each brand to a new level of growth; and fought for maximum resources and organizational focus.

**SENIOR PRODUCT DIRECTOR – LOTREL** (\$1.3B) (#2 blockbuster brand) (2006 – 2008)

Focused resources and strategy to maximize revenue of #2 cardiovascular brand. Led marketing team of six.

- Achieved 2006 net sales of \$1.35B (+27% vs. 2005).
- Grew antihypertensive prescription share 3.8% (+.2% growth).
- Increased revenue through uncovering insight that convinced market to use product earlier in the treatment paradigm and rallying organization around insight.

**PRODUCT DIRECTOR – ELIDEL** (\$126M) (2006)

Reignited brand that was stagnating due to poorly run Direct to Consumer campaign and regulatory issues. Led marketing team of six.

- Stabilized declining brand by refocusing marketing programs and re-energizing sales force.
- Convinced company to adopt more consumer marketing after proving successful Direct to Consumer marketing campaign's impact on growth.

**PRODUCT DIRECTOR – STARLIX** (\$104M) (2005 – 2006)

Brand was in need of repositioning and refocus. Led marketing team of three.

- Achieved net sales of \$104M (+19% growth) and profit of \$93M (+28% growth).
- Delivered highest growth in business unit through aggressive marketing efforts and doubling sales force incentive.

**ASSOCIATE DIRECTOR – DIOVAN** (\$1.6B) (#1 blockbuster brand) (2003 – 2005)

Needed leader with consumer expertise to streamline and strengthen brand messaging, positioning and marketing platform to take flagship company brand to the next level.

- Grew antihypertensive prescription share 0.9 points (8.2 to 9.1).
- Grew net sales by \$450M.
- Elevated Diovan to #1 ARB with target segment #1, #2 antihypertensive with target segment #2, and #1 antihypertensive with target segment #3.
- Led and executed in under one month market-leading Take Action for Healthy BP consumer campaign, which grew new prescription share 1.1 points.

- Drove competency, skill, and knowledge standards among brand team members.

#### **PRODUCT DIRECTOR – LOTENSIN AND LOPRESSOR** (\$355M) (mature products) (2002 – 2003)

Maintained top-line sales at end of lifecycle while preserving profit.

- Maintained 11 million prescription level by optimizing marketing and sales tactics.
- Drove profit of 87% of net sales to fund growth products in company.
- Developed "How to do DTC" toolkit for Marketing Excellence Program which was adopted by the organization for training product managers.

**Novartis Consumer Health**, Parsippany, NJ

2000 – 2002

*Novartis' Over the Counter Consumer Division.*

#### **SENIOR BRAND MANAGER – CONSUMER PRODUCTS DIVISION**

**Company faced significant challenges, including stagnating sales, poor funding and heavy competition from private label products.**

Deciphered brand insights, created marketing strategies and led brand teams in executing strategies that drove line extensions and sales growth for a variety of consumer brands facing diverse challenges. Brands included:

#### **TRANSDERM SCÖP (RX)** (#2 anti-nausea product)

- Increased sales for Transderm Scöp 130% over two years (\$10M to \$23M) by growing base motion sickness business 52%.
- Opened up new market for Transderm Scöp by launching line extension for post-operative nausea and vomiting.

#### **GAS-X (OTC)** (#1 anti-gas brand)

- Launched Gas-X with Maalox line extension - breakthrough advertising grew share 4.3 points.

#### **DENAVIR (RX)** (#1 cold sore brand)

- Grew Denavir brand 30% (\$20M to \$26M).

**Pfizer, Adams Division**, Parsippany, NJ

1998 – 2000

#### **PRODUCT MANAGER – US CONFECTIONERY NEW PRODUCTS**

Conducted thorough market research to identify new product concepts to help company reach additional consumer segments. Collaborated with R&D and operations to research, design, launch and promote new consumer-focused line extension – Halls Fruit Breezers, and new \$50M product, BodySmarts (chewy fruit candy with vitamins).

- Halls Fruit Breezers was an instant hit that is still successful today – successfully broadened Halls franchise beyond cough/cold segment and grew the business substantially.

**Glaxo Wellcome Company**, Research Triangle, NC

1994 – 1997

#### **PRODUCT MANAGER – ZYBAN** (1996 – 1997)

- Launched and built Zyban into the second largest brand at Glaxo Wellcome through the following actions:
  - Uncovered insight that low-performing antidepressant, Wellbutrin, helped smokers quit.
  - Championed cause with R&D and influenced FDA to rename compound Zyban.
  - Reshaped the entire smoking cessation market by educating HCPs on the "biology of nicotine addiction" and by positioning Zyban as the first real solution to this problem.
  - Developed professional and consumer-oriented marketing and launch strategies and led team to implement strategies for maximum profit.
- Exceeded sales goals and gained market leadership in only eight weeks.
- Won CNS Division Gem Award for extraordinary job performance.

#### **ASSISTANT PRODUCT MANAGER – MIVACRON/NIMBEX/ZOFRAN** (1995 – 1996)

Developed and implemented marketing plans for anesthesia product line. Increased sales of Zofran 69% and grew antiemetic share of use 4% in a flat market.

#### **PHARMACEUTICAL SALES REPRESENTATIVE** (1994 – 1995)

Generated product demand among physicians, hospitals and retail. Increased combined retail and hospital sales 33% and achieved sales vs. objective level of 107%. Products sold: Zovirax, Wellbutrin, Mivacron, Tracrium, and Lanoxin.

**Early Career Work Experience:**

**Jordan-Azzam, Inc.**, Advertising Agency, Baltimore, MD

**ADVERTISING ACCOUNT EXECUTIVE**

**Thompson Recruitment Advertising/J. Walter Thompson**, Advertising Agency, Calverton, MD

**ACCOUNT COORDINATOR**

**First Fidelity Bank, N.A.**, West Jersey

**COMMERCIAL CREDIT ANALYST**

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## Education

**MBA, General Management with Concentration in Marketing,**

Kenan-Flagler Business School at University of North Carolina, Chapel Hill, NC

**BA, Psychobiology,** Wellesley College, Wellesley, MA

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## Professional Associations

Member, American Marketing Association

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