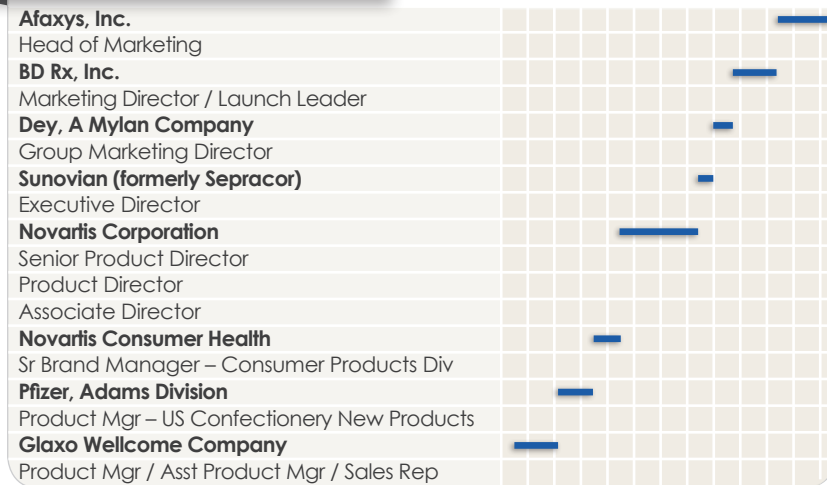


CAREER AT A GLANCE



Speaking Personally...

Q What makes your approach to marketing unique and what results are you able to achieve as a result?

A. By analyzing relevant data and speaking with customers, I have a unique ability to laser-focus on the key insight that will unlock a business' potential. Using that insight, I design and lead a results-oriented team in flawlessly executing an integrated marketing strategy that drives target customer awareness, purchase and loyalty.

I've applied this roadmap successfully to launches and line extensions, kick-starting mid-cycle products, maximizing mature products, and facilitating turnarounds. For example, EpiPen was loosely marketed for 24 years to only those suffering severe allergic emergencies. Based on key insights, I widened the target to the 10 million consumers at risk for allergic emergencies, renamed the condition "allergic emergency," and developed an award-winning consumer campaign that grew the brand over 20%!

Q What experiences have shaped you into the successful marketing executive you are today?

A. I've had the opportunity to work on launching, turning around, and growing 19 diverse product lines ranging from \$10M to \$1.6B in sales. Adapting to each market, identifying and addressing the challenges, and successfully growing each of these products have been my greatest teachers – enabling me to hone both the skill and the art of marketing. The diversity of disciplines I've worked in – from sales, finance, advertising, marketing, and general management – has also been crucial. It has given me the ability to view opportunities and issues from many vantage points – as a marketing leader, a senior executive, and a project leader who flawlessly executes a project across functions, knowing how to galvanize the larger team.

Q How do you get people to perform at levels beyond what they thought possible?

A. First, you ensure that you have the right people with the right skills and resources in place to successfully execute a given project. You then collaborate with your people to set up the strategy and work plan for success, and motivate your people in the ways they respond best to ensure success. You communicate your group vision well, set clear expectations, delegate key responsibilities, and remove obstacles and roll up your sleeves when needed to get it done as a high-performing team. You celebrate wins and provide honest feedback regularly. For me, an honest and direct approach with politeness has really worked to motivate my teams and mentor a great number of marketers to senior positions in their careers.

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. Trusted executive advisor and natural born leader. 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.

Accelerating Growth



VALUE-ADD SNAPSHOT

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.

Drove 78% growth in unit sales and launched five new products to grow Afaxys, Inc. to #1 pharmaceutical company in Oral Contraceptive Institutional Market.

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.

