

RESUME SAMPLE, MBA

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EXECUTIVE PROFILE

Launch Excellence, Marketing Strategy & Revenue Growth in Large Tier/Growth Stage Marketing Environments

Pharmaceutical marketing strategist. Challenges paradigms and catalyzes change to drive launch excellence, brand differentiation, and market share. Highly effective leader who fosters collaboration and innovation in matrixed environments. Highlights include seamless market launch of Kankan™, currently tracking at 200% to goal; launch of industry's first-ever progressive copay discount card; all-time brand high NRx for Tripleteck®; and transformation of relationship marketing at Boston Pharmaceutical.

Strengths & Qualifications Include:

Launch Director • Building & Leading Teams • P&L Management • Strategic Business & Market Planning • Sales Direction & Strategy • Building Consensus • Marketing Innovation • Multichannel Campaigns • Managed Market & Access Strategy • Presentations & Public Speaking • Promotion & Positioning Tactics • Matrix/Indirect Management

SELECTED CAREER MILESTONES:

- ▶ Directed Kankan™ launch from pre-approval through approval across multiple functions, crystallizing new model that will guide future country launches for brand and which is being replicated for use by marketing leadership across the enterprise.
- ▶ Led Boston Pharmaceutical's (BP) hypertension franchise to outperform financial goals, only 1.5 years away from LoE.
- ▶ Transformed BPI's hypertension franchise. Rolled out new marketing platforms, re-energized relationship marketing, and overhauled patient engagement.

MARKETING & LEADERSHIP CAREER HISTORY

NATIONAL PHARMACEUTICAL CORPORATION, Worcester, MA

2013 – Present

Launch Director (2013 – Present)

Professional Strategy Lead, Women's Healthcare Franchise (2015 – Present)

Hired as launch director and advanced to professional strategy lead in 1 year, charged with defining overarching brand leadership across HCPs and accounts. Manage direct reports and work across functions and levels of leadership to align teams and tactics around brand/franchise goals. Achieved flawless execution of launch, exceeding revenue projections by 200% despite staffing shortage. Earned peer-voted recognition as "Employee of the Quarter" for business unit 2X.

- ⇒ **Pioneered launch model that focuses and aligns business unit leadership around operational readiness.**
 - Aligned key stakeholders from each business unit, from planning to market deployment.
 - Led cross-functional weekly and monthly US core launch team planning sessions; piloted Boot Camp sessions; produced US pharma leadership team updates; and facilitated global leadership meetings.
- ⇒ **Gained consensus from brand leadership on design of core brand elements, messaging, and campaign strategy for US launch.**
 - Executed multiple ad boards with 60+ HCPs under compressed timelines to pressure-test launch plans.
 - Led successful launch meeting, including design and creation (theme being adopted globally), rollout of core launch imperatives, strategy and messaging, workshops, and all launch materials.
 - Collaborated with consumer team on research, design, and OPDP submission of DTC campaign.
- ⇒ **Achieved full operational readiness on day 1 of launch.**
 - Harmonized 15 cross-functional leads around priorities and launch activities during proprietary workshops.
 - Partnered with global product and supply teams to ensure proper forecast and delivery of launch supply.
 - Spearheaded review and approval across 10 functions of over 200 critical materials in just 12 days.
 - Led marketing operations teams and agency to achieve on-time delivery of field force materials.

BOSTON PHARMACEUTICAL, Boston, MA

2000 – 2013

Brand Director, Franchise (2011 – 2013)

Recognized as *Outstanding* at year-end and promoted to brand director. Set strategic vision, drove tactical execution, and managed development of 4 direct reports. Full P&L accountability for flagship brands, representing 9-figure annual market spend.

- ⇒ **Achieved \$250M over plan, consistently surpassing targets for franchise, which delivered 90% of gross revenue companywide.**
 - Led cross-functional LoE team. Set forth strategy to blunt generic entry while driving LoE efforts.
 - Recognized companywide for success retaining share/revenue of franchise at end of lifecycle.
- ⇒ **Sustained employee engagement for end of lifecycle brand through strengths-based, inspiring leadership.**
 - Recruited highly talented assets from sales force to fill capacity gaps following attrition of 2 key players.

Senior Product Manager (2009 – 2011)

Rolled out contract-based performance and other innovative programs across multiple franchise brands. Managed \$20M spend and led brand planning and long-range forecasting for flagship franchise. Served on various leadership and D&I committees.

- ⇒ **Tapped by VP of marketing for departmental leadership role.**
 - Received *outstanding* review and *Award of Excellence* for marketing and managed markets achievements.
 - Helmed business planning processes and served as brand plan liaison for marketing and managed care.
- ⇒ **Managed relationships with top-12 retail pharmacy groups and wholesalers as channel management operating committee lead.**
 - Mined data for access recommendations, leveraging Healthcare Economics & Outcomes Research (HEOR) findings.
 - Partnered with payer marketing on pull-through/payer strategies.
- ⇒ **Piloted EMR marketing for franchise.**
 - Leveraged targeted physician data and push messaging to engage customers at touchpoints throughout Rx lifecycle.

Product Manager (2007 – 2009)

Led promotional/non-personal strategy to address loss of exclusivity in category. Drove critical initiatives to minimize attrition due to both branded and non-branded competition. Catalyzed all-time brand high NRx.

- ⇒ **Transformed relationship marketing for franchise, deploying fluent, intelligent campaigns to drive enrollment.**
 - Achieved 3:1 ROI with franchise's first HCP RM campaign.
 - Conceptualized company-first progressive discount copay card, capturing 1.5 additional Rx per patient enrolled.
- ⇒ **Altered sample allocation methodology, realizing 8-figure savings and changing sales force behavior.**
 - Shifted to NRx ratio in favor of burn rate to more effectively mitigate generic competition.

Senior Analyst/Analyst, Regional Market Planning (2005 – 2007)

Promoted to senior analyst after only 18 months. Quantified sales force, managed care and territory planning opportunities for launch, and restructured key functions. Proposed recommendations to sales area business directors and marketing leadership.

EARLY PHARMACEUTICAL SALES CAREER

BOSTON PHARMACEUTICALS, INC., Boston, MA – Sales Representative II	2003 – 2005
BOSTON PHARMACEUTICALS, INC., Boston, MA – Medical Representative	2000 – 2003
FIRST LABORATORIES, INC., Trenton, NJ – Territory Representative	1998 – 2000
NATIONAL PHARMACEUTICALS CORPORATION, Easton, PA – Sales Representative	1996 – 1998

EDUCATION

BOSTON UNIVERSITY, Boston, MA – Master of Business Administration (MBA)

BOSTON COLLEGE, Boston, MA – Bachelor of Arts (BA), Government & Law; Minor in Philosophy

Honor Roll, Six Semesters | Varsity Softball, Captain Junior & Senior Years