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CAREER PROFILE

A senior level Marketing and Sales management professional with over 20 years of significant accomplishments. A strong track record for developing and leading brand and functional area teams, successfully launching and building high performing brands. Creating and implementing market-shaping strategies and award winning high impact promotional campaigns. An expert in strategic marketing, brand management, life-cycle management and sales, responsible for driving the growth of market leading brands including PRILOSEC, NEXIUM, ZELNOROM, XOLAIR, DIOVAN and LINZESS. A strong and effective leader in highly matrixed pharmaceutical companies generating revenues exceeding \$5 billion.

PROFESSIONAL EXPERIENCE

Ironwood Pharmaceuticals, Cambridge, MA

2009-present

Chief Commercial Officer, Senior Vice President, Marketing and Sales

Global leader of all commercial capabilities and functions encompassing marketing, brand management, strategic planning, sales excellence (field forces and operations), market research and business analytics. Chaired Joint Commercial Committees overseeing partnerships with Forest Labs US, AstraZeneca China, Astellas Japan and Almirall Europe

- Led the creation and development of all commercial capabilities, built a specialty sales force of 200 specialists and partnered with Forest Labs to deploy a combined sales force of over 1400 sales professionals
- Led U.S. launch of LINZESS that generated over \$120 million in its first year
- Co-leader of Initial Public Offering generating over \$210 million, second public offering of \$150 million, and third public offering exceeding \$200 million
- Created and aligned global brand strategy, commercial plan, and life-cycle management plan for linaclotide

AMGEN, Thousand Oaks, CA

2007-2009

U.S. Commercial Leader, Bone Health Business Unit

2007-2009

Responsible for the PROLIA commercial U.S. launch team, led the development of the strategic marketing and operating plan encompassing the commercial assessment, forecast, sales force modeling, brand strategy, life-cycle plan, consumer and professional promotion platforms.

- Led development of U.S. launch plan in collaboration with Sales and Payer leaders
- Designed and gained approval for sales force structure, model, and size
- Global steering committee to create worldwide promotional campaign and branding guidelines
- Steering committee member to develop life-cycle management plan

Novartis Pharmaceuticals, East Hanover, NJ

2001-2007

Vice President, Marketing Excellence

2007-2007

Responsible for development and implementation of a new strategic marketing and brand planning capability across all therapeutic categories. Established a new marketing competency and credentialing system to strengthen internal marketing expertise. Functional area leader for Promotional Communications, responsible for creating consumer and professional promotion campaigns across therapeutic areas, relationship marketing programs, physician education, promotional review process, project management and the innovation pipeline infusing break-thru promotional tactics.

- Designed NEW strategic marketing model to strengthen brand plans and drive performance
- Established an integrated consumer marketing capability that aligned all commercial functions
- Led productivity and off-shoring sourcing effort that saved over \$30 million while expanding capacity

Therapeutic Franchise Leader, Respiratory and Dermatology 2006-2007

Served as interim Therapeutic Franchise Leader for Respiratory and Dermatology Marketing and Sales teams, responsible for Xolair, Famvir and Elidel. Developed new strategic brand platform and promotional campaigns driving 14% growth exceeding budget of \$700 million.

- TRx growth for Xolair exceeded 19% with sales surpassing \$400 million
- Repositioned Elidel, created and implemented new campaign, successfully reversing declining sales trend
- Optimized marketing mix, secured external promotional partner to improve management result by 20%

Executive Director, Promotional Communications 2006-2007

Leader for U.S. Marketing Operations, encompassed development and production of consumer and professional brand campaigns across all therapeutic categories generating over \$8 billion in sales. Created new consumer and medical education centers of excellence to establish development platforms for innovative strategies and tactics. Assumed leadership of promotional review process, ensuring all materials are compliant with FDA-DDMAC guidelines. Managed all material production and distribution logistics to a sales force of over 6,000 representatives.

- Designed and implemented new consumer capability to assess brand opportunities, improve communication architecture, optimize marketing mix and benchmark brand performance
- Created launch readiness capability and implemented for Tekturna, Exforge, Reclast & Exelon Patch
- Re-designed promotional review process improving compliance and efficiency in first 6 months
- Created an electronic and relationship marketing skill center; executed 3 award winning campaigns

Innovation Task Force Leader – Advocate Development & Medical Education 2004 - 2005

Led corporate wide initiatives to design, build and implement a more innovative medical education platform, encompassing advocate development, speaker training and management, scientific meeting planning and execution. Piloted a collaborative effort between brand teams, managed markets and regional sales teams to create integrated business plan.

- Created an integrated process to identify, develop and leverage opinion leader advocacy
- Designed new medical education skill center equipped with innovative capabilities, improving the development and implementation of high value medical education programs
- Leveraged instructional design model and innovative technology to improve speaker training capability

Marketing Director, Zelnorm 2001-2006

Commercial responsibility for launching and driving uptake of Zelnorm in the U.S. marketplace; fastest growing mass market brand in Novartis portfolio with 4th year's sales targeted to exceed \$600 million. Led a cross functional team to develop and implement the brand strategy, positioning, market preparation, consumer and professional promotion, medical education and product life-cycle management.

- Led international product team to develop strategic marketing and launch plan for Zelnorm
- Award winning consumer, professional and public relation campaigns accelerated brand growth
- Strong sales force execution, effectively created and captured new disease categories
- Collaborated with Am College of GE to publish first treatment guideline for IBS and Constipation

Astra Merck / AstraZeneca, Wayne, PA
Director, Emerging Gastrointestinal Products

1992-2001
1999-2001

Responsible for commercial assessment and development of mid-stage gastrointestinal products and licensing opportunities. Created strategic marketing plans, forecasts and led commercial viability assessment process for 6 products in the areas of acid related disease, IBD, IBS and motility disorders

- Developed and gained executive approval for strategic marketing plans to launch Nexium and Entocort
- Designed the market development, medical education and publication plan to launch Nexium
- Led Entocort launch team, encompassed final label negotiation, promotional campaign, sales force readiness and launch meeting
- Created business and development plan to proceed with 4 candidate compounds in gastroenterology

Senior Brand Manager, Prilosec

1997-1999

Leader for strategic marketing and tactical planning process. Prilosec experienced greatest growth during tenure, increased sales by \$1.2 billion with total U.S. sales of \$5.2 billion. Specifically responsible for professional promotion, medical education, sales force integration and product life-cycle management plan

- Led development of the award winning "Relief Beyond Belief" promotional campaign
- Developed product life-cycle plan that identified Nexium, NSAID program, omeprazole -Bicarb combination
- Launch team leader for new H pylori and gastric ulcer indications
- Collaborated with the Am College of Gastroenterology in implementing national patient education for GERD, including network TV ad, web-site, call center and patient data base

Executive Director, Medical Affairs Operations

1994-1997

Designed, built, and led a skill center of 150 scientists deployed to brand teams, field force, information center and publication teams. Created a paperless medical information system, delivering immediate information responses to health care professions. Standardized process to review, approve and monitor investigator-initiated phase IV clinical trials

- Recognized by gastroenterologist as the "BEST" medical liaison force in the industry
- Published first evidence-based clinical guideline for the management of GERD
- Established standardized medical platform to support brands posting over 300 publications in 3 yrs.
- Increased volume of medical information responses to 70,000, reducing response time by 50%

Director, Scientific Operations

1992-1994

Developed the first medical liaison force at Astra Merck, responsible for designing role, creating capabilities, hiring and managing 40 medical liaisons specialists. Provided gastroenterologists with state of the art medical information, access to research opportunities and supported medical education.

- Led systematic literature review for sNDA to remove "BOXED WARNING"
- Collaborated with endoscopic society to develop first web-based electronic endoscopic report and outcomes data base (CORI), now funded by the NIH
- Completed over 50 investigator-initiated clinical trials, resulting in 130 publications
- First scientific summit on supra esophageal disorders, later funded by NIH

Merck & Co, West Point, PA

1987-1992

Senior Manager, Health Education

1991-1992

Designed and implemented educational plan, creating medical content, trained speakers, managed scientific meetings, designed and implemented symposia in several therapeutic areas including infectious diseases, cardiovascular and gastroenterology

- Established gastrointestinal faculty, Merck's first multi-disciplinary faculty.
- Planned and implemented numerous pilot educational programs for physicians including mini-residency programs, clinical discussion groups, and master's conferences.

Manager, Health Science Associate

1988-1991

Medical liaison dedicated to gastrointestinal medicine, supporting PEPCID and PRILOSEC, responsible for identifying GI opinion leaders and investigators, providing cutting edge scientific information, developing speakers to lead state of the art medical education programs, championing investigator-initiated research.

- Developed and implemented first "Young Investigators" forum endorsed by the ASGE

- Collaborated with the MAYO Clinic to conduct national scientific forum on acid related disease
- #1 and #2 sales volume institutions in the U.S. for PRILOSEC

Hospital Sales Representative

1986-1988

Promoted infectious disease and cardiovascular products including VASOTEC, PRIMAXIN, MEFOXIN and HEPITITIS B. Exceeded all sales targets with 104% to plan, #1 ranked growth territory for MEFOXIN, #2 overall volume growth.

Abbott Laboratories

1984-1986

Pharmacologist

1984-1986

Member of the valproic acid pharmacokinetic team evaluating and profiling absorption and metabolism of valproate and metabolites, with specific focus on hepatic elimination process. Creating sNDA update on product safety for FDA

University of Wisconsin – Hospitals & Clinics

1981-1984

Staff Pharmacologist

1981-1984

Clinical pharmacologist supporting department of Neurology, member of pharmacokinetic team evaluating drug absorption, distribution and elimination. Project leader to profile kinetics of anticonvulsant drugs including phenytoin, valproic acid and carbamazepine

EDUCATION

BS, Pharmacy, University of Wisconsin School of Pharmacy

1975-1981

Strategic Marketing – UW-School of Business Extensions Program

1997-1998

Harvard Executive Business Education program

2004-present

Awards & Appointments

UW-School of Pharmacy, Board of Visitors

2000-present

American Society of Gastrointestinal Endoscopy, Board of Trustees

2012-present

Chairman’s Award-Marketing Excellence, Novartis

2007

Global Aspire Award-Promo Literature Optimization project, Novartis

2007

EFFIE Gold and PhAME Best Integrated Campaign, Zelnorm

2005

DTC Perspective Award, Gold, Most Interactive Campaign, Zelnorm

2005

MM&M, PRSA and PhAME Best Branded TV

2004

Chairman’s & President’s Awards – Approval & Launch of Zelnorm

2002

Senior Management Award – Entocort Approval

2000

EFFIE Award for Prilosec “Relief Beyond Belief” campaign

1998

Presidential Award – Am Society of GI Endoscopy

1997

EB Med, Board of Directors

1997-2004

Vice President’s Award – PRILOSEC, GERD indication, Removal of Box

1996, 1995