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**EXECUTIVE-LEVEL DIRECTOR
PHARMACEUTICAL MANAGED CARE MARKETS**

Expert in Leading Managed Care Teams to Exceed All Corporate Productivity and Revenue Goals

PROFILE & VALUE

Managed Markets Strategy Expert - Dynamic strategist with extensive experience and exceptional success in conceiving, planning, developing and executing strategic and tactical managed markets initiatives that drive top-line performance and bottom-line results. Consistent originator of bold, innovative strategies that have extraordinary results on growth, revenue, operational performance, profitability and stakeholder value.

Managed Markets Tactical Expert - Technically proficient in all aspects of account management functions and expert in aligning managed markets teams with corporate strategies, initiatives, and objectives. Strong strategic and tactical management experience with commercial accounts, Medicare Part D, government, trade, marketing, sales, and contracting.

Start-up and Reorganization Specialist – Proven success with both new team development and major reorganization. Successful business plan development and implementation for small existing teams, expanding teams and downsized organizations. Excellent track record for positive employee retention and development through periods of change.

Consummate Management Executive - Top performer and valuable contributor to corporate executive teams. Extremely versatile with high caliber cross functional management qualifications, experience-backed judgment, and excellent communications skills. Outstanding role model. Talented team builder, mentor and leader.

Diverse Industry & Situational Experience – public and private, small and midsize, start-up, rapid growth, turnaround, pre-IPO, post acquisition integration, academia and consulting services.

Extraordinary Personal Characteristics – Articulate, intelligent, ambitious, self-driven and creative. Outstanding corporate ambassador to customers, industry groups, regulatory bodies, private investors, board members and other internal and external stakeholders. Strong public speaker with numerous national awards and recognitions.

EXPERIENCE & EXPERTISE

Vision, Strategy, Execution & Leadership

Organizational Design & Transformation

Contract Analysis & Performance

Effective Account Targeting & Alignment

Financial Modeling for ROI Analysis

Pharmaceutical Sales Forecasting

Due Diligence, Deal Structuring & Negotiation

Budget Development, Analysis & Control

Incentive Compensation Design

Productivity Tracking & Reporting

Personnel Management & Development

Product Launch Strategy

Product Name Change Strategy

PROFESSIONAL HISTORY

ABC Pharmaceuticals, Inc.

May 2008 to Present

EXECUTIVE DIRECTOR – MANAGED MARKETS (May 2008 to present)

Responsible for strategic planning, contracting, business development, operations, financial reporting, human resource management and ROI for the Managed Markets Division (National Accounts, Government, Trade/Supply Chain, and Contracting). Leading a team of 4 Directors, 1 Associate Director, and 1 Analyst to achieve optimal formulary access for ABC and ABC. Primary objective is to secure formulary access to peak profitability level for each portfolio brand with a strong emphasis on protecting current access levels against new market entries.

ABC Pharmaceuticals Inc. (acquired by XYZ)**March 2001 to May 2008****SENIOR NATIONAL DIRECTOR – MANAGED MARKETS (May 2003 to present)**

Responsible for strategic planning, marketing, business development, operations, financial reporting, human resource management and ROI for the Managed Markets National Account Division. Leading a team of 16 Area Directors, Sr. Account Executives and Account Executives to achieve optimal formulary access for ABC[®], DEF SR[®] and GHI CR[®]. Primary objective was to secure formulary access to peak profitability level for each portfolio brand with ABC[®] as the flagship product. Promoted to senior level in May 2007 based on performance and tenure.

Revenue & Profit Growth Increased contracted account revenues from \$42 million in 2005 to \$90 million in 2006 and to \$240 in 2007, surpassing all revenue and rebate objectives.

Brand Performance Grew preferred formulary positioning for DEF[®] from 10% in 2005 to 37% in 2006 and to 62% in 2007. Average rebate to achieve this level of preferred access was maintained at less than half of the commercial rebate limit set by corporate finance.

Strategy & Execution Implemented and managed the flawless execution of the FDA mandated name change for DEF[®] resulting in no disruption of managed care adjudication and preservation of \$150 million in revenue.

Leadership Took command of the managed markets team following a dramatic downsizing during which the team was reduced from 38 headcount to 10 and all previous managers were deselected. Successfully restructured and refocused the remaining group to maximize efficiency and maintain morale and confidence. During the following 5 years as Director, there was 0% negative turnover on the team.

NATIONAL ACCOUNT MANAGER (March 2001 to May 2003)

Was hired as one of an original start-up team of 9 National Account Managers shortly after Reliant began commercial operations. Successfully managed all managed markets business for all promoted brands for the southeast region from NJ to FL and west to the Mississippi river. Targets included major national accounts and PBMs, key regional accounts, trade, government, state Medicaid, VA-DOD, GPOs and long-term care. Built and maintained excellent strategic relationships with all key targets including: Medco Health Solutions, United Healthcare, Aetna, Cigna, HighMark, Independence, Excellus, Eckerd, CVS, RiteAid, AmeriSource Bergen, Novation, Premier, CareFirst, Coventry, Humana, Anthem, and the BC/BS plans in WV, NC, SC, GA, FL, MS, AL and NJ. Consistently exceeded all revenue and rebate objectives and was ranked #1 of 9 for target account performance from May of 2001 to May of 2003. Emerged early in my tenure as a leader amongst my peers and was viewed as a valuable resource for strategic planning and implementation by corporate senior management. Performance and ability resulted in promotion to National Director in May of 2003.

ABC Pharmaceuticals (acquired by DEF Pharmaceuticals)**June 1997 to March 2001****DIRECTOR OF NATIONAL ACCOUNTS (March 1998 to March 2001)**

Planned and directed the start-up of the National Accounts Group for the newly formed Brand Division. Responsible for building a fully functional department, creating profitable contracts, providing rebate forecasts, increasing company and product awareness within the dialysis marketplace and liaison between the National Accounts Group and marketing, finance, and legal. Successfully launched ABC[®] intravenous iron gluconate as #4 product to the market. By one year post launch, DEF[®] had captured 85% market share and was first in class, far surpassing all competitors.

PROFESSIONAL SALES REPRESENTATIVE (June 1997 to March 1998)

Responsible for sales promotion and education for ABC[®] to the nephrology and dialysis markets in PA, WV, OH and western NY. Increased territory market share from 7% to 62% in the first six months. Was ranked #1 of 52 brand sales representatives from September 1997 through March 1998. Performance and demonstrated ability resulted in promotion to Director of National Accounts.

EDUCATION

Bachelor of Arts and Science, dual major in Biology and Psychology
University of Pittsburgh 1988

Pursued specialized practical doctorate - Clinical Research Methodology
University of Pittsburgh 1988 to 1991