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## PROFESSIONAL PROFILE

- ✓ Fifteen years of experience at GlaxoSmithKline.
  - Member of global and U.S. cross functional commercial strategy teams responsible for developing and implementing clinical and commercial strategies for compounds in pre-clinical through phase III development. Responsibilities included clinical study design, developing regulatory and publication and clinical trial recruitment enrollment and retention strategies, and clinical and commercial roadmaps to ensure swift FDA approval and a successful commercial launch. Gathered competitive intelligence, developed relationships with key opinion leaders and patient advocacy groups, and organized and led professional and patient advocacy group advisory meetings. Prepared patient advocates for FDA advisory committee meetings and FDA hearings.
  - Product and marketing management, including development and execution of healthcare professional and consumer relationship marketing plans, and promotional and educational materials and activities. Collaborated with patient advocacy groups to ensure patient materials were useful and would help patients remain adherent to medical advice.
  - Built and maintained collegial relationships across divisions and organization levels to foster cooperation and collaboration in a multi-level matrix organization.
  - Served as corporate spokesperson, developed talking points and conducted media training for corporate leaders, R&D executives, key opinion leaders, and patient advocates.
  
- ✓ Ten years in management consulting. Used deep clinical knowledge and experience to understand the clinical utility and marketability of compounds in development, assess medical need, and use clinical and behavioral data to enhance appropriate prescribing of medications and improve patient adherence to prescribed treatment plans. Developed strategic marketing plans that included objective measures of performance, developed processes and procedures to track progress against objectives, and ensure compliance with government and company regulations. Developed change management training programs to educate and motivate clients' employees to embrace change and understand the benefits of change to themselves and the organization.
  
- ✓ Doctorate in health policy and management. Developed a deep personal commitment to improving quality of care and health outcomes. Gathered and analyzed data from primary market research with oncologists and lung cancer patients, and scientific, clinical and behavioral literature to produce a plan that is being implemented currently by the Lung Cancer Initiative of North Carolina. The tactics are positively impacting the quality of care of patients being treated for advanced non-small cell lung cancer in NC.
  
- ✓ MBA in Health Administration.
  
- ✓ Pharmacist with a deep understanding of health care delivery, healthcare professional and patient interactions and behaviors, diseases, treatments, payers, and the political, legal and regulatory environments.

## **PROFESSIONAL EXPERIENCE**

### **United Therapeutics Corporation (February 2016 – present)**

#### ***Global Head of Patient Advocacy and Experience, Medical Affairs***

- Establish and maintain relationships with patient advocacy organizations in pulmonary arterial hypertension and related co-morbid conditions, pulmonary hypertension, oncology, and organ transplant.
- Bring the patient voice into clinical trial design, develop patient centered outcome instruments and patient preference studies in collaboration with the FDA, conduct patient real world experience studies, mine EHR and claims databases to uncover real world evidence to improve quality of care and health outcomes, and create validated quality of life instruments based on outcomes important to patients.
- Participate in organizations influencing health policy, access to care, and legislative action.

### **Pursuit Solutions (Oct. 2014 – February 2016)**

#### ***Director, Marketing Strategy Consulting and Execution***

- Develop, execute, and analyze innovative fully integrated professional and consumer multichannel marketing initiatives across personal and non-personal channels that improve diagnosis, prescribing and use of appropriate treatments, and quality of care and health outcomes.
- Develop sophisticated targeting and segmentation strategies, cross-channel closed-loop marketing plans, and KPIs, metrics and learning plans.
- Establish partnerships with internal and external stakeholders to ensure alignment with strategy that drives achievement of corporate objectives.
- Projects are executed on time, according to plan, and within budget. Insights and learnings are used to increase the efficiency and effectiveness of future marketing campaigns.

### **FICO (Dec. 2005 – Oct. 2014)**

#### ***Senior Manager/Consultant, Healthcare Practice***

- Pharmaceutical, healthcare, marketing, and clinical subject matter expert and lead healthcare strategic planner in a largely virtual organization.
- Conducted research and analysis of the external, competitive, and internal environments, and stakeholders using primary and secondary traditional and non-traditional data, and clinical and behavioral literature to evaluate compounds for in-licensing and client in-house developed drugs to determine potential for future success. Also developed strategic plans for marketed products and provided strategic advice on portfolio planning and expansion, and clinical trial recruitment, enrollment and retention.
- Consulted with clients and worked with FICO data scientists to develop and execute big data driven advanced analytic and predictive modeling solutions for healthcare clients. Contributed to the development of aggregate spend systems used by clients to comply with Sunshine Act regulations.
- Experience in marketing medications in a wide range of therapeutic areas, including specialty pharmaceuticals, in all stages of the product lifecycle.
- Created a learning loop process that included defining key performance indicators, identifying data and analytic requirements, performing analysis, developing dashboards to report on metrics and progress toward achievement of objectives, and providing relevant, actionable, client-specific insights and recommendations that were used to improve the effectiveness of in-market and future marketing campaigns.

- In-depth knowledge and understanding of the U.S. health care system, including: stakeholders; competitive landscape; payers; politics and policy; quality initiatives; and regulatory and legal environments and requirements.
- Managed a team of strategists, established and managed matrixed project teams, created realistic project budgets and timelines, and successfully balanced competing priorities and deliverables to ensure on-time delivery of projects at or below budget. P&L responsibility for assigned projects.
- Successfully built and maintained client, internal, and vendor relationships.

#### **MICROMASS COMMUNICATIONS (June 2004 – Nov. 2005)**

*Vice President, Strategy (2005)*

*Senior Strategist (2004 – 2005)*

- Responsible for hiring and managing the strategic planning team and leading the team in the planning (including financial and analytic assessments), development, delivery and execution of behaviorally-based multichannel healthcare professional and consumer relationship marketing plans for a range of major pharmaceutical products and therapeutic areas, including oncology.
- Solicited input and guidance from patient advocacy organizations; they helped design and test materials and tools to ensure they would be useful in typical patient settings.

#### **UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL (2003 – 2013)**

*Adjunct Faculty, Gillings School of Global Public Health*

- Ten years of experience teaching Organizational Leadership and Change, and Strategic Planning and Marketing for Healthcare Organizations in the Executive Master's in Healthcare Administration and Master's in Public Health programs.

#### **GLAXOSMITHKLINE (1986-2001)**

*Director, Emerging Therapeutic Areas and Genomics*

- Member of commercial strategy teams responsible for bringing new drugs to market and creating product development and commercialization plans for pipeline and in-licensed products. Responsibilities explained on page one.
- Established and led the global issues management teams. Served as media spokesperson and liaison with patient support groups for rare diseases and the Genetic Alliance. Coordinated efforts to engage patients and thought leaders in the US and EU that helped the company develop policy positions that supported establishment of pharmacogenomics at GSK in a manner that was sensitive to the different views of constituents in many countries, including those not generally supportive of genetic research and use of genetic information by pharmaceutical companies.
- Member of the corporate strategic planning team (1989-2001). Led development and implementation of division and brand strategic plans and participated in budget development and objectives setting at all levels of the organization.

*Director, Corporate Issues Management*

- Responsible for identifying, researching, and prioritizing emerging business issues and opportunities with the potential to materially impact company and product success.
- Established and led ad-hoc issue-specific cross-functional teams (U.S. and global) that developed plans to proactively mitigate business issues and position the organization to take advantage of emerging opportunities.
- Wrote white papers, established policy positions, and worked with external stakeholders to ensure compliance with regulations and to develop an understanding of the needs of constituents, including health care professionals, patients, regulators, legislators and payers.

***Various positions with increasing responsibility in product marketing, product communications, and marketing management***

- Division marketing/product manager and public relations manager/director.
- Coordinated marketing unit functions for the respiratory and cardiovascular division including: five year division planning/functional reviews; annual strategic plan and budget development; sales call allocation; sales force sizing and sample allocation strategies; coordination with sales training; and establishing and maintaining relationships with key opinion leaders, and professional and patient groups.
- Responsible for planning and executing multichannel marketing and external communications plans for healthcare professionals and consumers for a range of products. Developed sales materials and conducted sales training for the company sales representatives. Managed convention activities, symposia, consumer education programs, and other marketing activities.
- Managed all aspects of marketing planning, plan execution, and budgets (ranging from \$1+ million to \$85 million) for assigned products. Projects were done on time at or below budget.
- Responsible for achievement of revenue, market share, and ROI objectives.
- Coordinated the development of product marketing and sales plans with US/EU co-promotion partners and GSK global markets.
- Supervised product communications managers, associate product managers, and professional development program participants.
- Hired, managed and evaluated vendors, and advertising and public relations agencies.
- Worked on drugs in many therapeutic categories, including Flolan for the treatment of pulmonary arterial hypertension and oncology products.

***Field Sales Representative and District Trainer***

- Improved territory ranking from the bottom 10% to top 10% in 18 months. Trained 30 new sales representatives.

**OTHER EXPERIENCE**

- Consultant, retail, and hospital pharmacist.
- Founding member of the Corporate Advisory Board of the Genetic Alliance.
- Member of the Research Advisory Committee of the Lung Cancer Initiative of North Carolina.

**EDUCATION**

- DrPH, Health Policy and Management, Gillings School of Global Public Health, University of North Carolina at Chapel Hill.
- MBA, Binghamton University.
- American Cancer Society Fellowship in Clinical Oncology.
- BS, Albany College of Pharmacy and Health Sciences (RPh).
- Currently pursuing a certificate in comparative effectiveness research in decision-making through the University of Maryland School of Pharmacy Center for Innovative Pharmacy Solutions.