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## Professional Profile

Passionate, well rounded and result-driven executive with 20+ years of US and global experience in commercial operations / marketing & planning in the pharmaceutical industry. A decade of successful consulting in the healthcare industry is complementing the array of commercial, strategic planning and R&D expertise. Superb management skills ranging from vision to strategy and tactical implementation with a proven track record of reaching business objectives and goals. Propelling products and companies to leadership positions in highly competitive market places is the prevailing modus operandi.

## Professional Experience

### **Epicercenter Consulting LLC 2009 – now**

#### **President & Principal Consultant**

Health care consulting for the Pharmaceutical and Bio-technology industry with focus on commercial operations / marketing of new products and technologies.

- New product & technology evaluations / assessments / NPV, DCF / options pricing etc. Target product profile (TPP), Comparative performance profile (CPP), Marketing Strategy, Product life cycle plans, Sales, expense and profit forecasts (10 years P&L for NPV calculations etc.)
- Strategic & tactical business planning, product life-cycle management
- New product forecasting and modeling including integrated product & market simulations
- Portfolio management for R & D and commercial operations (US & global)
- New Product launches programs, global commercialization process
- Seminars on commercial operations / marketing / forecasting / market research in the Pharmaceutical and Biotechnology Industry
- Business planning (Strategic and tactical planning)
- Business process design and re-engineering

### **Amarillo Biosciences Inc. 2008 – 2009**

#### **Chief Operating Officer (COO) and Director of R&D**

The key responsibility for this position was to re-direct the focus of the research and development programs as well as shaping and developing the commercial strategy for key products in the pipeline and optimization of development spending for maximum portfolio value.

Responsible for managing and directing all strategic and operational aspects of the departments:

- Commercial operations / marketing & sales / strategic marketing  
Strategic Planning, Business Planning, product life-cycle management
- Clinical development and DRA, Portfolio management & optimization  
R&D strategy, therapeutic area strategy and planning, disease targets
- Business development
- Managing relationships with investors
- Supporting the CEO in fund raising efforts

## **Epicenter Consulting Inc. 2001- 2008**

### **President & Principal Consultant**

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- Strategic & tactical business planning, product life-cycle management
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## **Aventis Pharmaceuticals, Bridgewater, 2000 - 2001**

### **Vice President Global Marketing & Medical, Information & Technology**

Responsible for managing and directing all strategic and operational aspects of the four departments:

- Global Marketing Research & Business Intelligence  
During the merger with RPR I integrated and re-organized the department in record time
- Marketing Processes and Technology (Forecasting, Market Analytics, Business Planning)
- Marketing Services
- Global Information Center (GIC) (Global Medical Information, Global Literature Distribution)

## **Hoechst Marion Roussel (HMR), Bridgewater, 1996 – 1999**

### **Vice President Global Marketing, Business & Marketing Services**

Responsible for managing and directing all strategic and operational aspects of the four departments.

- Global Strategic Marketing Research  
Directed major global market research / BI / CI projects
- Marketing Processes and Planning (Analytics, Forecasting, Business Planning)  
Directed and managed the forecasting of all global strategic brands as well as all emerging brands
- Global Information Center (GIC)
- Integrated the departments from the locations in the United States, Germany and France

## **Marion Merrell Dow, Kansas City 1993 – 1995**

### **Director Global Commercial Development, Therapeutic area head for Cardiovascular and Metabolism**

- Directed the Global Marketing TA's Cardiovascular & Metabolic  
Prepared Global Launches for all CV and Metabolic products
- Directed and planned life cycle strategies for the products in both therapeutic areas
- Development of core strategies for early stage products (Phase I & II)
- Developed therapeutic area (TA) strategies (cardiovascular and metabolic).
- Served on multiple R&D cross functional project teams to shape global commercial strategies for products in all phases of clinical development

## **Marion Merrell Dow, Zurich, 1991 – 1993**

### **General Manager Marion Merrell Dow Switzerland**

Reported to the President of MMD Europe.

- Managed all aspects of the country business including marketing, sales, regulatory, medical and distribution departments.
- Re-organized the sales force and marketing department
- Streamlined the product portfolio and introduced successfully Sabril® (Antiepileptic drug)
- Successfully launched Seldane (H1 Antagonist, worldwide 1 Billion \$ product) as OTC product
- Increased the business profitability within two years by more than 100 % while launching 2 new products.

### **Prior Positions:**

- Director Business Development for Europe, Middle East & Africa for Marion Merrell Dow
- Commercial Development Manager Merrell Dow for Europe and MEAF
- Product Manager for Teldane® in Germany
- Market Research Manager for Richardson Merrell Germany

### **Education**

- Degree in Pharmacy (RPh.) – Johannes Gutenberg University in Mainz (Germany)
- Ph.D. medicinal / pharmaceutical chemistry (DR rer. nat.) – Johannes Gutenberg University in Mainz (Germany)