

Entrepreneurial, passionate healthcare marketing and sales executive. Strong intellect with balance of strategic thinking, analytical skills and tactical execution. Leads commercialization efforts for products that require a compelling clinical and economic value proposition. Launches new products with thoughtful planning and focused execution. Unquestioned integrity and honesty.

**Education:** Princeton University, BA Molecular Biology. University of Scranton, MBA Marketing

## Core Competencies

### Marketing: Brand building on a shoestring budget

- Product launches
- Strategic planning
- Market research
- Traditional / digital tactics

### Sales: Leadership for results

- Staff development
- Sales strategy/ process
- CRM / Salesforce.com
- Training programs / LMS

### Unique Skills

- Financing (VC, 2 IPOs)
- Strategic alliances
- Execute clinical trial
- Cross-functional teams

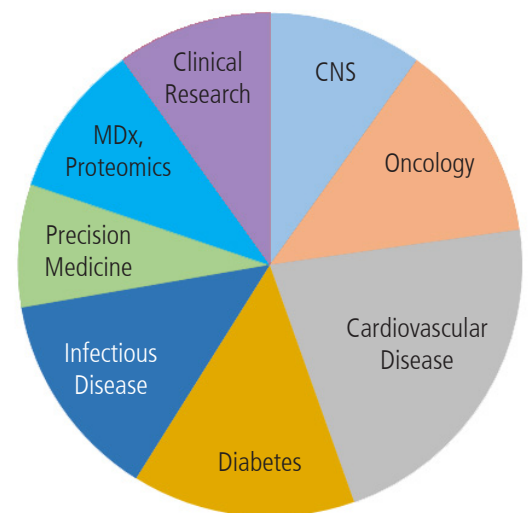
## Intangible Attributes for Success

- **Leadership:** Proven ability to lead and develop effective marketing and sales organizations. Facilitates teamwork within the group and across departments. Sets high performance standards and motivate others to succeed through enthusiasm and passion for the business. Celebrates individuals and teams for achieving significant milestones and goals.
- **Collaboration:** Hands-on, action-oriented style to achieve results through the team. I influence colleagues outside of my area of direct responsibility. "Down to earth" personality, approachable while intense, with the ability to work with people at all levels of the organization.
- **Credibility:** Clinical, scientific and technical competency to market medical products to healthcare executives and providers, scientists and investors with credibility and effectiveness.
- **Execution:** Strategic thinking with the ability to execute at a tactical level. A strong hands-on, "roll up your sleeves" work ethic. Embodies an entrepreneurial mind set: Be an independent thinker, analyze "what if" scenarios, experiment with alternative tactics, manage ambiguity, and direct execution of a clear and compelling plan.

## Proudest Accomplishments

- 30 product launches
- Development of sales and marketing professionals
- Led matrix team to the Company's first clinical product
- Improved the standard of care for ADHD  
300+ Quotient Systems in physician offices
- Advanced oncology patient management. Immunicon Pharma Services contributed data in more than 100 clinical trials and developed 20 biomarker assays that may guide diagnosis and treatment. We helped a lot of people.

## Broad Clinical Knowledge Base



## Integrated Business Disciplines



Ingredients for Success: Combine Marketing, Sales and business acumen with clinical and scientific experience.

Planning	Analysis & Market Research	Execution	Training	Project Examples	Description
+++++	++++	++		<b>Start-up Diagnostics Company</b> <ul style="list-style-type: none"> <li>• Strategic plan</li> <li>• Go-to-market plan for Integrated Delivery Networks, ACOs, MDs, payors</li> <li>• Primary market research: In-depth interviews and online survey</li> <li>• Primary market research: Online survey</li> <li>• Secondary market research: Literature review, guidelines</li> </ul>	<ul style="list-style-type: none"> <li>• Create roadmap for a diagnostic product portfolio built from platform technology</li> <li>• Precision medicine/multiplex test for patients with secondary cardiovascular disease</li> <li>• Health systems executives on population health initiatives and product concept testing</li> <li>• Cardiologists, endocrinologists, internists for needs analysis and product concept testing</li> <li>• Opportunity assessment for cardiovascular disease, diabetes, oncology, GI disease...</li> </ul>
+++		+	+	<b>Early Commercial Stage Life Sciences Research Company</b> <ul style="list-style-type: none"> <li>• Marketing plan: Pharma &amp; academia</li> <li>• Marketing plan: clinical development</li> </ul>	<ul style="list-style-type: none"> <li>• Proteomics platform for biomarker discovery</li> <li>• Risk-stratify patients for clinical trial enrichment</li> </ul>
+++++	+++	+++++	++++	<b>Start-up Medical Device Company</b> <ul style="list-style-type: none"> <li>• Go-to-market plan for MDs</li> <li>• Collateral development, Learning Management System for certification</li> <li>• Offering Memorandum, investor presentation and M&amp;A due diligence</li> </ul>	<ul style="list-style-type: none"> <li>• Device for ADHD assessment</li> <li>• Materials for sales team and customers (neurologists, pediatricians, psychiatrists)</li> <li>• Sold to dominant player in the education space</li> </ul>
+++++	+++++			<b>Start-up Medical Device Company</b> <ul style="list-style-type: none"> <li>• Strategic plan, investor documents and collateral for A-round financing</li> </ul>	<ul style="list-style-type: none"> <li>• Implantable continuous glucose monitor</li> </ul>
+++++	+++	++++	+++	<b>Established Diagnostics Company</b> <ul style="list-style-type: none"> <li>• Go-to-market plan</li> <li>• Marketing plan, collateral, training</li> </ul>	<ul style="list-style-type: none"> <li>• Hepatitis C rapid assay</li> <li>• HIV rapid assay</li> </ul>
++++	++++	+++++	++	<b>Development Stage Diagnostics Company</b> <ul style="list-style-type: none"> <li>• Product roadmap; strategic partnering; execution; IPO, M&amp;A documents</li> </ul>	<ul style="list-style-type: none"> <li>• Circulating tumor cells, FISH, infectious disease</li> </ul>
+++++	++++			<b>Start-up Diagnostics Company</b> <ul style="list-style-type: none"> <li>• Strategic plan, investor materials for B-round financing</li> </ul>	<ul style="list-style-type: none"> <li>• Multiplex platform for low-density protein and gene chips</li> </ul>
+++++	+++	+++++	+++	<b>Turn-around, Established Diagnostics Company</b> <ul style="list-style-type: none"> <li>• Strategic plan for growth; execution</li> </ul>	<ul style="list-style-type: none"> <li>• Shift from kit sales to capital equipment</li> </ul>
+++	++	+++++	++	<b>Established Diagnostics Company</b> <ul style="list-style-type: none"> <li>• Business plan, launch execution</li> </ul>	<ul style="list-style-type: none"> <li>• Coagulation point-of-care system</li> </ul>
+	++	+++++	+	<b>Start-up Diagnostics Company</b> <ul style="list-style-type: none"> <li>• Launch execution for labs and MDs; IPO, M&amp;A documents</li> </ul>	<ul style="list-style-type: none"> <li>• Quantitative, non-instrumented rapid assays</li> </ul>

