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Summary

Results-oriented professional with a 30-year proven track record of excellence in managed markets, sales, leadership, and payer marketing with Pfizer, Inc., Johnson & Johnson, Bradley Pharmaceuticals, Ogilvy-CommonHealth, Sanofi, and Ascendis Pharma in positions of increasing responsibility and achievement, that have resulted in a polished and unique skill set grounded in payer strategy, leadership, and people development.

Management of all functional groups including:

- Managed Markets
- Pull-Through
- Specialty Pharmacy
- Marketing
- Sales
- Sales Operations
- Training and Development

Professional Experience

Vice President - Pricing, Market Access, and Trade

2021-Present

Ascendis

Pharmaceuticals

- Lead and set the strategy for our pricing, market access and trade initiatives
- Develop meaningful relationships with senior leadership from US top PBM's, Payers, and Specialty Pharmacies
- Created an IDN strategy platform for Ascendis
- Developed and rolled out with sales leadership our pull-through platform

Head- Pricing, Contracting and Distribution

2019-2021

Ascendis Pharmaceuticals

- Responsible for building the department from the ground up expanding to 6 people in the first 12 months in preparation for commercialization
- Developed the pricing and contracting strategy for our first commercialized product lonapegsomatropin
- Directed the execution of a bottoms-up forecast to inform the overall brand forecast and net sales
- Lead the development of the 3PL and Specialty Pharmacy distribution strategy including state licensing initiative
- Full implementation of channel strategy including Payer, IDN, access and reimbursement opportunities

Senior Director, Market Access

2014 to 2019

Sanofi Pharmaceuticals

- Full responsibility for the launch of sarilumab, an IL-6 biologic for Rheumatoid Arthritis due to launch in Q42016
- Prepared the market access strategic plan for the launch of sarilumab which included developing the strategy and execution of pricing and contracting, co-pay card, HUB services, specialty pharmacy, channel strategy, payer engagement and account management

- Integral member of the “mAb” team responsible for developing the overall strategy for the “mAb” portfolio which includes Praluent (high cholesterol), dupilumab (atopic dermatitis, expected launch 2017) and sarilumab
- Successfully collaborated with alliance market access counterparts at Regeneron, developing and sharpening skills required to work in a collaborative joint venture environment

Senior Vice President, Director of Client Services

2006 to 2014

Ogilvy Healthworld Payer Marketing

- Oversaw all P&L responsibility for Ogilvy Healthworld Payer Marketing agency and served as “first line” strategic support for clients
- Exceeded forecast year over year since 2006 and grew the agency from \$3.1 million to nearly \$9.0 million in 2013
- Directed and supported the efforts of Account Managers concerning the strategic direction for client accounts
- Led numerous pitch teams and won Agency of Record for over 25 brands between 2006 and 2014, and served as lead payer strategist
- Launch experience in the payer space includes: Extavia, Zortress, Afinitor, Jevtana, Oforta, Arcapta, Tekturna, Valturna, Exelon Patch, Ilaris, Ryverna, serelaxin (launch prep), Tobi Podhaler, Benlysta, Promacta, Adempas, Cosentyx, Ibrance (2015), Kogenate LA, Cipro DPI (2016), Amikacin Inhaled (2017)
- Of particular interest, I led the development of the market access strategic and tactical plans to support the payer launch of Cosentyx for psoriasis

Senior Vice President

2004 to 2006

Bradley Pharmaceuticals

- Created and formed Bradley’s first Managed Care, Trade Relations, and authorized Generics divisions
- Developed relationships with senior management from managed care organizations, wholesalers and chain drugstores to foster long-term partnerships for preferred access and stocking of Bradley key brands
- Negotiated all Medicare Part D contracts for Bradley to ensure preferred access for key brands
- Elected to the board of Team Bradley as one of five officers of the corporation

General Manager, Puerto Rico

2002 to 2004

JOM Pharmaceutical Services

Johnson & Johnson Caguas, Puerto Rico

- Managed the Sales, Marketing, Human Resources, Finance and Administrative operations of six distinct operating companies in Puerto Rico (Janssen, Ortho-McNeil, Ortho-Biotech, Centocor, Scios, and Tibotec Therapeutics)
- Planned, designed and implemented the reorganization of JOM Pharmaceutical Services in Puerto Rico by establishing Marketing, Sales, Operations, Trade Relations, Human Resources and Finance departments
- Achieved a sales growth of 23% at year-end 2003 as compared with 2002 results, and exceeded 2002 contribution margin by 16%. By Q2 2004, JOM Puerto Rico was 5.3% ahead of forecast and 21.5% over prior year, year to date (90% volume/10% price)
- Implemented competency models, career ladders and a performance management process for the JOM PR sales force and management team

- Designed and implemented a process by which managers could effectively share knowledge and practices to increase sales results. This process was effectively exported to the sales representative level and has served as a competitive advantage
- Developed and implemented a market driven business plan at the sales management and field force level
- Invited as “Speaker of the Month” of the Puerto Rico Manufacturing Association
- Invited as Keynote Speaker to the Synygy Sales Effectiveness Conference in June 2004 to speak on “Capabilities Models In The Pharmaceutical Sales Force”
- Recognized as one of the Puerto Rico “Top 40 Executives Under 40” years of age by Caribbean Business Journal in October 2004
- Guest speaker and panelist for the Puerto Rico Chamber of Commerce on the topic of the “Impact of the Cost of Medicine In The US” in November 2004

General Manager, Puerto Rico & The Caribbean

**1999 to 2002
Pfizer Caribbean
San Juan, Puerto Rico**

- Managed Pfizer, Inc. operations in Puerto Rico and 24 countries in the Caribbean
- Converted Pfizer Puerto Rico to the Hispanic Center of Excellence for Pfizer worldwide
- Managed profit and loss for a 300-employee operation
- Achieved double digit increase in profits in sales during my three year tenure from \$138 million to \$200 million
- Spearheaded strategic planning process and business plan development for entire operation
- Consistently exceeded market share as compared to mainland with blockbusters such as Lipitor, Norvasc, Viagra, Zoloft and Zyrtec
- Recognized by Pfizer, Inc. for having achieved the top market share in its Central Nervous System drug portfolio worldwide as compared to other pharmaceutical companies
- As the first ever pharmaceutical company in the world to have done so, received Sales and Marketing Executives of America “Award of Excellence” for the Viagra campaign. This strategy was planned and executed by Pfizer Puerto Rico under my leadership
- Successfully led Pfizer Caribbean through the integration of both Warner-Lambert and Pharmacia
- Recognized by the PR Chamber of Commerce as the “Distinguished Young Professional” in the pharmaceutical industry

Area Manager, Mid-Atlantic Region

**1997 to 1999
National Healthcare Operations, Pfizer, Inc.
Reston, VA**

- Oversaw fourteen Managed Care Managers resulting in over 97% formulary access for the Mid-Atlantic Region with our managed care customers. As a result, the Mid-Atlantic Region consistently surpassed its sales forecast
- Planned, organized and executed the country’s most effective communication process for VISN and DOD lead agents that resulted in the ability to leverage all VISN and DOD accounts nationwide
- Developed and promoted four managers to positions with increased responsibilities
- Elected by sales colleagues to organize and facilitate a monthly meeting that centered on developing a region-wide strategy that would leverage sales to improve managed care access and product pull-through

Director of Division Operations

**1994 to 1997
National Healthcare Operations Division, Pfizer Inc.
New York, NY**

- Managed the day-to-day operations of Pfizer’s Managed Care Division working side-by-side with the division Vice President
- Served as a liaison between all field managers and corporate headquarters
- Worked with disease management teams to develop strategy for Pfizer products and Managed Care
- Developed and executed customer value added programs

- Planned and organized all division award trips
- Planned, developed, and deployed the Medical Account Representatives position at Pfizer

Pfizer, Inc.

**1987 to 1994
Various Locations**

- Held several sales and management positions with increasing responsibility around the country including: Professional Healthcare Representative, District Manager and Managed Care Manager

Education

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| 1990 | Master's in Business Administration
<i>Magna Cum Laude</i>
Fairleigh Dickinson University, Madison, New Jersey |
| 1987 | Bachelor in Science
Seton Hall University, South Orange, New Jersey |
| 1983 | High School Diploma
David Brearley High School, Kenilworth, New Jersey |

Languages Fluent in Spanish and English