

Professional Experience:

January 2022 to Present

NOVOCURE
GBM Sales Lead, West Division U.S

- Generated over 54% of national business and lead the organization on attainment
- Responsible for 62% of global revenue
- Develop and pull through national marketing strategies
- Design and implement analytics for the field to maximize business
- Report key metrics to the CEO and CCO monthly
- Created the West Leadership Council to reinforce transparency
- Designed new incentive plan for the US sales force

August 2019 to December 2021

NOVOCURE
National Sales and Business Lead, MPM U.S.

- Launched tumor treating fields for the treatment of malignant plural mesothelioma
- Lead a national team of Key Account Managers and Thought Leader Liaisons
- Partnered with senior leadership to develop a cross functional strategy including marketing, medical, advocacy, payer, targeting and field force design
- Extensive experience with the Internal Review Board process at key accounts
- Appointed to the USMT, responsible for reporting performance to senior leadership
- Appointed to USBLT, responsible for creating national corporate strategy
- Invited to the Global leadership Committee, responsible for aligning internationally on innovation, strategy and operations
- Appointed to the core team of the CRM project to represent sales globally
- Appointed to the NSCLC strategy team based on past lung and strategy experience
- Assigned to the Digital Rx committee

August 2018 to August 2019

ARRAY BIOPHARMA
Senior Regional Business Director

- Launched Braf and Mek inhibitors indicated for metastatic melanoma
- Responsible for deploying a cross functional team to key academic accounts in the Northeast (Harvard, Yale, MSKCC, NYU, Columbia, Roswell, Penn, Fox Chase, UPMC, Hopkins, Georgetown)
- Ranked number 1 in the nation 2019
- Trained RBD team on business planning and strategy creation
- Collaborated with VP and COO on designing enhanced incentive plan for the field
- Represented the sales organization on colorectal cancer tactical and strategy planning
- Lead HCP targeting exercise for the nation to increase SOV within the community
- Worked with VP of sales and COO on in-house dispensing contract policy
- Invited to join workstream for field force design and expansion
- Collaborated with leadership to align strategies for GPO contracts and VIA pathways

March 2017 to August 2018 **PFIZER PHARMACEUTICALS INC.** Oncology, New York, NY
Director of Business and Strategy Lead, U.S. Prostate Cancer

- Led Medivation field force integration successfully
- Responsible for training District Managers on business acumen
- Appointed to core team responsible for field force redesign to optimize share of voice
- Collaborated across Pfizer to integrate 195 internal medicine reps to the Xtandi team
- Responsible for field force collaboration with external co-promote partner, Astellas
- Developed retention risk analysis and created a secession plan for key locations
- Appointed to core team for Zytiga LOE strategy and planning
- Responsible for all field operations nationally for the prostate cancer division

May 2015 to Feb 2017 **PFIZER PHARMACEUTICALS INC.** Oncology, New York, NY
Director, Strategic Planning & Innovation North America

- Designed sales strategy for the Oncology portfolio including, Renal Cell Carcinoma, NSCLC – ALK, ROS-1, Breast – CDK 4/6, CML, ALL, IO – PD-L1
- Successfully launched the PINpoint Platform to the national field force
- Partnered with field leadership to enhance field reports (MPM, iForce, Account 360)
- Collaborated with sales leadership in creating new tools to drive strategy
- Represented the Oncology BU in the Pfizer wide Payer Strategy Project
- Led longitudinal data projects including APLD, RainTree, and ION
- Received the Oncology “Be Greater” Award 2016 for PINpoint
- Appointed member of the LEAP project, responsible for field force sizing and design
- Received the Upjohn Award five times in 2015 and 2016.

May 2011 to May 2015 **PFIZER PHARMACEUTICALS INC.** Oncology, Pittsburgh District
District Business Manager

- Ranked 2nd in the region 2014. LB team ranked 1st and RB team ranked 2nd
- Successfully planned and executed critical breast cancer preceptorship at UMPC
- Appointed to the Presidents Council by Regional Director 2013
- Ranked 2nd in the region and 5th in the nation 2012
- Appointed to the Renal Cell Field Based Strategy Team 2012
- Won District of the Year 2011. Ranked 1st in the region and nation
- Presented business planning workshop to all North Region Managers
- Created National HQ Mentorship Program to develop key colleagues

July 2010 to May 2011 **PFIZER PHARMACEUTICALS INC.** Oncology, North Region
Regional Operations Manager

- Appointed Interim District Manager for the Pittsburgh District
- Facilitated business planning workshop for all managers in the region
- Created a Compliance Ambassador Program in the North Region
- Interviewed candidates for over 30 open sales positions
- Selected by Sales Director to participate in the PCI Management Training Program
- Created multiple regional business reviews for the Sales Director, VP, and President

May 2005 to July 2010 **PFIZER PHARMACEUTICALS INC.** Oncology Division, Philadelphia, PA
Oncology Specialty Representative

- Earned Vice President's Cabinet 2008. Ranked 1st in district and 3rd in nation
- Finished 174% of quota with Sutent 2008. 1st in the district, region, and nation
- Appointed to Oncology Leadership Council 2009
- Selected by Vice President as Cue Guest Trainer for the Psychiatry Division

May 2003 to May 2005 **PFIZER PHARMACEUTICALS INC.** Alta Division, Newark, NJ
Professional Healthcare Sales Representative

- Appointed to Commanders Club, a peer elected leadership council 2005
- Increased Bextra ranking 39 positions to 14th in the Region 2004
- Increased Aricept ranking 29 positions to 18th in the Region 2004
- Responsible for critical Relpax formulary victory at Columbus Hospital 2004
- Awarded LAT Leadership Award 2004
- Won Rep of the Month October 2004

July 2001 to May 2003 **PHARMACIA CORPORATION** Upjohn Division, Newark, NJ
Pharmaceutical Sales Specialist

- Earned Rookie of the Year for the North East Region 2002
- Ranked 1 out of 102 in the North East Region for Detrol LA 2002
- Consistently ranked in the top 10% in the district and top 15% in the region
- Appointed Newark South Pod Leader; responsible for planning & facilitating monthly meetings

Aug 1999 to July 2001 **PHARMACIA CORPORATION** Peapack, NJ
Training Associate

- Trained new hires on bio-stats, Analytics tools and the CRM system
- Coordinated Primary Care Phase II and Phase IV Training for the entire U.S.
- Received the Superior Team Work Award from VP of Training and Communication
- Liaison between District Sales Managers for representative development

Education:

- **UNIVERSITY OF PITTSBURGH** Katz Graduate School of Business M.B.A
- **KUTZTOWN UNIVERSITY** B.S. Psychology / Bio-statistics