

JUSTIN VANNEST, MBA

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Experienced, Results-Driven Oncology Commercial Operations Leader with successful track record launching a wide range of products, supporting the commercial analytics and technology function in pharmaceuticals & biotech. International work experience with a proven ability to interact at all levels within organizations with strong relationship development and management skills. Innovative problem solver with ability to articulate and support the strategic vision and tactical efforts of a healthcare organization.

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| • Insights, Reporting & Analytics | • Product Launches | • Cell Therapy |
| • Strategic Planning | • Sales Force Effectiveness | • Sales/Marketing Alignment |
| • Incentive Compensation | • Cross-Functional Leadership | • Sales Force Sizing |
| • Oncology, Neurology, Fert/Endo | • Hem & Solid Tumor Exp. | • Oral & Buy-&-Bill Exp. |

PROFESSIONAL EXPERIENCE

Director – Business Analytics **IOVANCE BIOTHERAPEUTICS, Inc. San Carlos, CA** October 2019 – December 2021

- Commercial dashboard design/implementation, creating dashboards to track business performance, status updates, and track key performance indicators
- Business analytics lead on Oncology product launch
- Systems & Data Integrations lead (CRM, Secondary Data, etc.)
- Partner with commercial sales & marketing leadership to establish business processes and key metrics
- Partner with market research to develop key business insights
- Forecast Planning & Analysis
- Budget tracking / management

Associate Director – Sales Analytics **EMD SERONO, Inc. Rockland, MA** May 2018 – September 2019

- Lead team of sales analytics managers, covering Oncology, Neurology, Fertility, and Endocrinology
- Analytics lead on multiple ongoing product launches in both Oncology and Neurology
- Partner with multiple vendors on major data-driven initiatives to drive sales performance and exceed goals
- Partner with sales and marketing leadership across multiple therapeutic areas to deliver results

Sr. Manager – Oncology Sales Analytics **EMD SERONO, Inc. Rockland, MA** September 2017 – May 2018

- Oncology analytics business partner, supporting a launch of an immuno-oncology brand in multiple indications
- Design, develop, launch key sales and activity reporting dashboards for Oncology brands
- Work with multiple vendors to lead large data-driven projects, producing valuable tools for end users
- Support area directors and a sales team of 30+ Oncology Sales Reps
- Partner with marketing team to utilize data to answer key questions, target accounts, and tailor promotions to specific segments of physicians
- Partner with external, brand co-promote organization, providing guidance, analytics, and coordination across groups

Sr. Manager – Field Planning & Operations **EMD SERONO, Inc. Rockland, MA** November 2016 – September 2017

- Salesforce sizing and call planning for multiple therapeutic areas
- Incentive compensation plan design, implementation across all brands (Oncology, Neurology, Fertility, etc.)
- Leading targeting efforts across multiple therapeutic areas, utilizing internal and external sales, claims, and hospital data.
- Lead Call reporting/analytics

Manager – Sales Operations **ARIAD PHARMACEUTICALS** Cambridge, MA

June 2015 – November 2016

- Liaise directly with National Sales Director, regional business directors, and account managers to provide a point of action on analytics, performance, and other metrics
- An integrated part of the sales management team, serving as the resident expert in all things data analytics
- Partner with marketing to aid with market research, product planning, and sales force effectiveness
- Direct access and support provided to Chief Commercial Officer
- Develop, implement, and maintain reporting analytics platform
- Veeva CRM Super-User and administrative leader for sales

Manager – Commercial Systems **ARIAD PHARMACEUTICALS** Cambridge, MA

June 2013 – June 2015

- Provide a single point of contact and management of global commercial (marketing/sales/medical affairs) systems for all stakeholders
- Manage contractor and vendor services from ARIAD's worldwide partners.
- Understand, identify, assess, and document business requirements, providing input into business priorities and advising business on options, risks and costs versus benefits of various solutions.
- Provide budget oversight for global Commercial IT
- Management/Administration of key commercial systems, including Veeva CRM & Concur Expense Management
- Provide seamless support and/or training for team of 50+ field-based CRM users
- Deliver compliant marketing content worldwide
- Translate business requirements into functional and non-functional specifications.

Business Systems Analyst, **AVEO PHARMACEUTICALS** Cambridge, MA

January 2012 – June 2013

- Provided in-depth quantitative and qualitative analysis of business processes
- Identified areas of improvement in business processes to address inefficiencies
- Developed budget justifications for major software/hardware purchases
- Helped define and enforce Master Data Management processes and standards
- Functional interaction across the enterprise and with all levels of management
- Integrally involved in the process of vendor evaluation and selection across multiple systems
- Worked with end users to document new application requirements

Technical Project Manager, **OUTCOME SCIENCES, Inc.**, St-Prex, Switzerland /Cambridge, MA August 2009– December 2011

- Took part in the creation, development, and tracking of budgets for multi-million dollar clinical trials
- Led the design and implementation of Electronic Data Capture and clinical trial web-based systems for phase IV clinical trials
- Managed software development process from beginning to end; Requirements gathering, specification, scheduling, release, testing
- Managed, schedule, and provide daily maintenance for domestic and international clinical projects
- Provided on-site or web-based training for project teams, both internal and external
- Provided management, leadership, and support to team members
- Developed metrics for use in business process improvement
- Wrote procedural documents, creating Standard Operating Procedures and Working Practices.

EDUCATION

- Master's in Business Administration (MBA): Concentration in Healthcare Management, **UNIVERSITY OF MASSACHUSETTS - BOSTON, 2010**
- Bachelor of Arts in Business/Music, **BERKLEE COLLEGE OF MUSIC, 2005**

TECHNICAL SKILLS

- Software: Veeva iRep (Salesforce CRM), IBM Cognos (sales analytics), Concur, Tableau, Microsoft Office Suite 2000-2021, MS Access, MS Project, Acrobat, HTML, SQL, EDC, SharePoint, SharePoint Designer, MS Project Server, Visio, PowerPoint, QUMAS (QMS), SAP (ERP), Oracle (iProcurement), Foundry

INTERESTS

- World travel and cultural experiences
- Live music
- Family
- Sports