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## **EXECUTIVE PROFILE**

Results Driven Commercial Business Leader with 25+ years of proven accomplishments consistently leading new product launches within fiercely competitive billion-dollar markets. Known for building and developing high performing matrix global teams that consistently exceed company goals while raising the bar of excellence. Demonstrated ability to take on roles of increasing complexity, adept at identifying challenges, opportunities and quick to develop solutions and execute strategies that result in substantial growth across multiple products life cycle resulting in market leadership. Highly motivated proactive individual who thrives in a fast-paced competitive environment.

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## **PROFESSIONAL EXPERIENCE**

### **LKN CONSULTANTS, PA**

October 2014- Present

#### **President**

Commercial Operations/Business Development Management Consulting Firm

Led strategy execution for several projects and Brands at Merck. Consulted on business planning, marketing strategies Co-partnerships digit extension agency recommendation print production, medical/regulatory/legal compliance financial approval, pricing, contracting pricing and rebating

- Lead commercial account team for 11 billion immune oncology product portfolios (Keytruda) advise strategic integration and commercial collaboration for new multi-indication launch and growth portfolio. Advised new specially account and cross functional teams for a portfolio that sold 3B+ with 30% growth 2019 to 2020
- Drove strategic execution of Keytruda sales and market access teams responsible for overall brand and multiple-indication launch strategy for growth portfolio that sold 1 Billion with 20% growth
- Global matrix commercial operations team through late stage development for Merck's first neuroscience product (neurodegenerative pipeline). Represented commercial organization through R&D and manufacturing to prepare for commercialization conducted market research develop Scientific Marketing strategy across multiple regions/countries, and coordinated activities with headquarters/regional leaders and key countries
- Saved \$30 million for ZOSTAVAX vaccines US and global markets by recommending and implementing business process improvements, including establishing eight integrated multi functional teams
- Establish strategic framework and direction across DIFICID portfolio, Leading teams across multiple platforms to align with stakeholders and business/marketing vision to ensure patient centric initiatives guided investment decision making and allocation of resource.

### **Commercial Operations Lead Consultant**

Served as a core member of executive leadership team of 2 privately held corporations.

- Oversaw strategic and tactical integration and commercial collaboration for new media/digital platforms' launch, aligning company vision with external and internal stakeholders of each commercial business unit, resulting 4:1 ROI
- Guided the real estate acquisition and construction of new operational building and warehouse
- Oversaw the restructuring of the corporation's operational procedures, assets, and resources allocation to maximize each units' quarterly profits, to exceed yearly objective by \$xx million
- Guided the strategic completion of xx million round of private venture financing, \$ xx million venture debt consolidation, and reallocation of company stock

**Santander Bank, Boston MA**  
**Bank Officer**

January 2013-October 2014

Responsible for the hiring, developing, and motivating a new multi-disciplinary team responsible for P & L of branches in Mid-Atlantic, covering 5 branches. Managed 15-35 bank employees with various rankings and tenure. Realigned team members based on performance and regions potential of established accounts and attainment of new individual and business relationships.

- Oversaw contract negotiations for Mid-Atlantic Region, acquiring new individual and business accounts increasing profitability of region, 4:1 ROI, 2013

#### **Branch Manager I**

- Initiated Direct to Consumer campaigns that contributed to accelerating market growth from 15% to 30%

**LKN CONSULTANTS, York PA**

January 2009 to January 2013

#### **Business Development Lead Consultant**

Managed and guided the Management Leadership Team (15) and extended team members of 2 Privately held Corporations. Performed cost and risk benefit analysis, and sustainable growth analysis. Examined data progression of opportunities in relations to sales and marketing process, performing metrics, sales channels, operational procedures, and branded product portfolio's strategic alliances.

- Ensured strategies and tactics aligned with parent company's vision, internal and external stakeholders, to drive overall corporate goals by 25%, each quarter
- Expanded commercial accounts by 75% within one year, by increasing commercial account representatives
- Delivered 54% ROI from strategic marketing efforts by employing a screwed balance of internet and various traditional print, local sponsorships, and broadcast media to maximize results
- Increased overall revenue by 42%, 2011, developing and executing new marketing strategies
- Managed 6 retail and commercial sales representatives with annual revenue between \$x.x-x.x million
- Managed 8-10 technicians with annual revenue between \$x.x- \$ x.x million
- Coordinated cross-functional teamwork to improve, communication, service calls, quality of service/sales calls, efficacy in delivery calls and overall customers service, exceeded annual, revenue by \$x.x million.
- Initiated and directed integration of multi-media platforms to streamline operations, resulting in cost savings of \$x.x million.

**EMD Serono Inc.,** January 2004-November 2008

**Key Account Manager-Commercial Business Lead for Neurology and Oncology** marketed products. Led integration of Co-promote partners with Pfizer Specialty Account Teams, aligned Account Teams based on gap, opportunity, and business analysis of region. Oversaw multi-disciplinary teams responsible for P & L, Patient Centered Initiatives KOL Recruitment/Development, and Medical Education Programs. Led partnerships with Medical Academic Centers, Einstein Medical, University of Pennsylvania, Hahnemann University and Thomas Jefferson University Hospital and National MS Society of Philadelphia PA.

- Launched Neuroscience Nurse Educators' Customer Engagement Pilot, **4:1 ROI**
- Turned around underperforming region to **152%, within 6 months**
- Created and implemented one of the largest medical education programs in the industry, yielding a **one-year ROI of 30%**
- **Ranked #1 region** for new and total scripts, (out of 35) consistently for 5 years
- **Ranked #2 (out of 75)** in the Nation, market share growth, 2007
- Achieved **Top 5% National Sales Ranking** 2006, 2007 and 2008 –
- **National Contest winner**, highest total growth, **Top 5%**, 2007, 2008
- **Increased targeted achievement** for territory from **59% in August 2006 to 169% June 2007**
- Created and initiated a patient adherence program that led to a **70% increase in prescription refills**, 2006

- **95% Increase in New Business Accounts** – Vice Presidents National Discretionary Award, 2006
- **Strong Performance Award**, increase in new business growth by **115%**, 2005
- **Annual Leadership Awards** 2005 and 2006, Project Lead and Program Initiatives leading to a **4:1 ROI**
- **East region leader/winner** for highest new patient starts within **first 11 weeks of availability**, **121%**, 2005
- **8 - Excellence Awards**, Effective Leadership, Management and Business Knowledge, Interpersonal Skills, and Relationship Management, Cognitive Skills, Energy and Drive
- **Discretionary Awards** for 4 years, exceeding company's yearly objectives, 252%
- **Leadership Award**, 2005, 2006, 2007
- **Ranked #5 Nation**, 2007
- **Teamwork Award**, **2005, 2006, 2007, 2008**
- **Excellence Award**, 2005, 2006, 2007, 2008

Merck and CO, Inc., West Point PA

October 2001 – August 2003

#### **Professional Representative II – Cardiovascular Lead**

- **2 - Regional Awards of Excellence**, New Rx share change, Lead Product and Franchise, 2003
- **Great Performance Award**, Outstanding performance, and dedication, 2002
- **Philadelphia Region Ranking #1** Product Portfolio, 2001
- **Caught in the Act Award**, developed a territory analysis based on A&A, ARB, and LIPID market volumes to enhance the Cluster Routing by increasing the focus on the highest potential areas of territory, 2001
- **Award of Excellence**, Significant achievement, resulting from exceptional dedication and exemplary performance, tremendous performance for Zocor, 2001
- **Win Your Share Award**, Outstanding NRx share change for Zocor, 2002
- **Award of Excellence**, Extra efforts preparing a new representative with new responsibilities, 2001
- **4-Annual Peer Leadership Awards**, Leader in Program recruitment, Field Sales Trainer, Mentor, Computer Champion
- **Award of Excellence**, Effective resource allocation, ensuring proper ROI, 2000
- **Leader of the Pack**, Outstanding 3T share, share change & sales growth for Cozaar/Hyzaar, 2000
- **Outstanding Performance Award**, #1 Share Nation for Zocor, 2000

#### **Professional Representative I- Cardiovascular Lead**

July 1998-October 2001

- **Award of Excellence**, Execution of several successful HEL programs for Cozaar/Hyzaar, 2001
- **#1 National Sales Ranking, cardiovascular franchise**, Outstanding Performance Award, 2000
- Grew hypertensive market share **by 62%, within 8 months**
- **Achieved 61% market share for Analgesic, within 6 months of product availability**
- **Award of Excellence**, grew market share by 5.3 share points (Hyperlipidemia Franchise) for 35 targeted physicians, over a **4-month period**, 2000
- **Award of Excellence**, Execution HEL programs, positive attitude, and strong work ethic, 2000
- **Earned Special Bonus**, Extra Effort, beating the competition with 51% NRx, Vioxx, 2000
- **Discretionary Bonus**, Recognition of Extra Effort, Teamwork, Leadership and PPO results, 2000
- **Winning With Teamwork, Discretionary Award**, Outstanding Cluster NRx share & share change performance month November 2000, (1999)
- **Top Team Award**-Mid-Atlantic Region, 1999
- **Winning With Teamwork Award**, Contributions to the Pittsburgh Region #1 MABG Sales performance, 1999
- **Discretionary Award**, Adding Antihypertensive agent to Altoona VA formulary of VISN 4, 1999
- **2 Leader of the Pack Awards**, leading in market share, positive share change and significant sales growth for Hyperlipidemia market 1998, 1999

**Randallstown High School, Randallstown MD**  
**High School Health Teacher**

August 1997- June 1998

- **Teacher of the Year Award:** Demonstrated Tactical Mastery Teaching Skills within the first 4 months

**York City School District, York, PA**  
**8<sup>th</sup> Grade Health Teacher**

August 1996 – June 1997

- **Distinguished Award:** for Creativity and Innovation
- **Superintendent Award:** Taking Initiative to rewrite/write the entire York City School District Health Curriculum

**EDUCATION**

**Towson University 1996**  
**Bachelor of Science, Health Science**

**INDUSTRY AFFILIATIONS**

- NORD-National Organization for Rare Blood Disorders- Patient Advocate, 2013-Present
- American Cancer Society-Development Planning Committee Member 2013- Present
- BioNJ, 2009-Present
- Director, Development Planning Committee, National Multiple Sclerosis Society 2004-2008

