

# MARK D. SCHWITZENBERG

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Senior marketing professional with over 20 years of increasing responsibility in U.S. and Global pharmaceutical management. Experience leading large and diverse teams to develop and commercialize key assets, through implementation of unique and innovative techniques and partnerships. Possesses a demonstrated ability to create vision, lead teams through changing environments, and ensure attainment of strategic goals.

## PROFESSIONAL EXPERIENCE

### ASTELLAS PHARMA, NORTHBROOK, IL

#### *VP, Marketing and New Product Development, July 2016-present*

- Overall responsibility for leading US Medical Specialties Marketing teams and turning innovative science into value for patients across eight marketed products, responsible for delivering \$2.2 billion in sales and \$1.1 billion in Operating Income
- Wide variety of therapeutic experience – Urology, Cardiovascular, Anti-Fungal, Transplant, Women's Health, Diagnostic Imaging, Dermatology
- Spearheaded initiatives to evolve the organization and its capabilities in preparation for the launch of several global near-term assets, expected to deliver ~\$5 billion in additional sales
- Spearheading the commercialization of several new therapeutic advancements, including first-in-class products in women's health, novel diagnostic imaging agents and supportive digital companion devices
- Lead the creation and execution of US Strategic Plans in alignment with corporate Mid Term Plans and is responsible to provide full commercial leadership to maximize product and portfolio value. Accountable for driving strong return for over \$105 million in A&P investment and supporting ~1.5MM patients and 100K providers
- Pro-actively developing functional area to prepare for the evolving future to ensure long-term sustainable success, including innovative go-to-market strategies, continuous brand life-cycle management, and development of clear and compelling product value propositions for a variety of patient, provider and payers
- Lead change and transformation initiatives, driving excellence in translation of strategy into operating model, organization design, risk management, communication, culture and talent retention and development. Lead and manage performance management processes (i.e., goal setting, coaching and development, assessment and linkage to rewards) within the function.
- Mentoring the marketing department efficiently by creating and communicating a compelling vision and executes personally and through effective delegation of goals
- Collaborate closely with Medical Affairs, Development, and enabling teams to identify, fund, and commence mid- and long-term strategic initiatives in support of the broader US-C strategic objectives

### ASTELLAS PHARMA, NORTHBROOK, IL

#### *Senior / Executive Marketing Director, Urology, July 2011 – June 2016*

- Managed a team of 14 high-performing individuals
- Responsible for \$1.1BB annual sales and a promotional budget of \$100MM+
- Led the organization through a period of tremendous growth and change
  - Launched a novel urological agent (Myrbetriq®) into an ambivalent category, while concurrently maintaining our flagship brand (VESIcare®)
  - Grew franchise sales by 90% over 4 years, achieving an average of 117% to goal attainment
  - Achieved the best adoption of any product in the category in 30 years, through:
    - Identification of a key, differentiated positioning strategy
    - Gaining endorsement across the organization
    - Critical utilization of resource deployment to ensure optimal return
- Recommended and directed the organization through the largest change management initiative in 10 years - cessation of co-promotion arrangement with a top 3 pharma partner while ensuring business continuity and functional capabilities
- Directed key global initiatives for the franchise, the largest within Astellas

- Designed a 10 year strategic blueprint for the urology franchise that achieves long-term double-digit growth
  - Outlined a long-range contracting blueprint, aimed at securing best-in-class formulary access for Myrbetriq
  - Coordinated with Clinical and Development colleagues to outline a comprehensive investment plan to aid in delivering on the strategic vision
  - Secured over \$300MM of incremental investment from the Global Management Committee to execute this long-term plan

ASTELLAS PHARMA, NORTHBROOK, IL

*Director, New Product Planning, June 2009 – July 2011*

- Commercial member of global strategic teams chartered with developing in-house, clinical assets for future launch
  - Experience in over 20 therapeutic areas
  - Operating across a variety of therapeutic areas, demonstrated a clear ability to communicate the commercial needs assessment to clinical development teams for incorporation
  - Represented not only U.S. perspective, but also the varying commercial perspectives from other regions - primarily EU and Japan
  - Responsible for developing long-term strategic plans that would be utilized by the local commercial teams to align global launches
  - Three products ultimately launched, contributing to over 20% of global net sales
- Responsible for delivering commercial assessments of acquisition targets for the organization
  - Conducted opportunity assessments and identify the potential alignment and gaps within the organization
  - Advocated for key structural and investment requirements to realize the full potential of asset sorted, and distributed incoming messages and correspondence

ASTELLAS PHARMA, NORTHBROOK, IL

*Associate Marketing Director, Dermatology, June 2006 – July 2009*

- Oversaw the complete re-launch and integration of Amevive following acquisition from Biogen-Idec

ASTELLAS PHARMA, NORTHBROOK, IL

*Assistant Consumer Marketing Director, Urology, November 2004 – June 2006*

- Created and implemented a mid-range strategic plan aimed at creating a high-level of patient knowledge, awareness and appropriate utilization of a novel pharmaceutical therapy to treat adult urinary incontinence

TAP PHARMACEUTICALS, LAKE FOREST, IL

*Group Marketing Manager, New Product Development, January 2003 – November 2004*

TAP PHARMACEUTICALS, LAKE FOREST, IL

*Manager / Sr. Manager, Market Analysis & Planning, February 1999 – December 2004*

DRSI (NOW IMS HEALTH), PHOENIX, AZ

*Senior Consultant, Healthcare Advisory Services March 1997 – February 1999*

BARRINGTON CONSULTING, PHOENIX, AZ

*Senior Consultant, Corporate Advisor Services, June 1996 – May 1997*

ARTHUR ANDERSEN, PHOENIX, AZ

*Consultant, Litigation Support Services, Development May 1995 – June 1998*

## EDUCATION

UNIVERSITY OF NOTRE DAME

*Master of Business Administration*

- Graduated Magna Cum Laude

UNIVERSITY OF COLORADO, BOULDER

*Master of Arts, International Economics and Finance*

UNIVERSITY OF ILLINOIS, URBANA

*Bachelor of Arts, Economics*

## ADDITIONAL HONORS AND ACTIVITIES

- Volunteer advisory member to Hephzibah Children's Home
- Executive mentor for Astellas Women's mentoring program
- Selected as 1 of 15 global participants in inaugural Executive Leadership Series, a multiple-year development program
- Three time Summit Club award winner, recognizing the top 3% of performance within the company
- Volunteer Member with Hephzibah Children's Association
- University of Illinois Alumni Economics Council Board member