

TROY J. STRIBLING
168 Manor Circle, Jupiter, FL 33458 (561) 310-2946 - tstrib11@hotmail.com
<https://www.linkedin/in/troystribling>

Executive Healthcare Commercial Leader: Innovative, results oriented executive leader with ability to drive superior performance in multi-product environments achieving sales and market share dominance. Proven success by creating, coaching, and developing high performing cross functional teams from scratch, that have produced multimillion-dollar sales results in specialty and rare disease therapeutic areas. Demonstrated ability to manage change, develop/retain talent, and lead with integrity.

Core Competencies: Senior Leadership Sales, Marketing Communications, Strategic and Tactical Planning with Execution Excellence, P&L Budgets and Cost Controls, Market Access, KOL/Advocate Development, Recruiting/Talent Selection, Multiple New Product & New Indication Launches, Specialty Pharmacy Delivery, Business Development, Coaching & Development of Diverse Talent, Building Commercial Teams from Scratch, Multiple Therapeutic Areas of Expertise

PROFESSIONAL EXPERIENCE

AIMMUNE THERAPEUTICS

VICE PRESIDENT, Commercial Allergy Sales and Training - January 2021 to Present

Leading the *Palforzia*® sales force Key Account Directors and Managers, through the re-design and restructuring of a new go to market strategy. This is Nestle Health Science's (NHSc) second pharmaceutical division. Responsible for accelerating the launch of the first FDA approved product for peanut allergies in children, improving new patient starts, cultural imperatives and employee engagement through the commercial transition.

- Leading the commercial design work for the sales force structure, new role design, revised go-to-market strategy, target HCP identification, territory design, optimized geographies/alignment, IC design and enhanced segmentation.
- Leading the design, development and delivery of the Sales Training curriculum and content including disease state, clinical, strategic, in-house phased, cross functional, live, and virtual, logistics management and/or skill-based training.
- Translated Palforzia brand plan into sales strategy, refined targeting, developed incentive compensation plan, REMS communication, field engagement contests, customer engagement plans, established key performance indicators/field reporting mechanisms and various circle feedback generation.
- Create an engaging, performance driven culture, while also building transparency and accountability for conducting business with integrity and within legal/compliance guidelines to achieve organizational success.

REGIONAL SALES DIRECTOR - March 2020 to December 2020

Leading the GI Specialty & Ultra Rare Disease/cystic fibrosis and pancreatic disorders sales force for the Eastern part of the United States and assisting with the designing and build from scratch. This was Nestle Health Science's (NHSc) first pharmaceutical division. Leading the sales team for continuing the growth of over \$150 million in sales, maintaining profitability through the transition, organizational build, and impact of COVID-19.

- Assisted with the transition, planning, and implementation for the commercial team to assume *Zenpep*® promotional responsibilities.
- This included collaborative efforts with Allergan's senior leadership team while engaging sales force execution, territory design, optimized geographies, delivery of sales training curriculum and manager level personnel to ensure a smooth commercial transition.
- Oversee all regional operations including hiring, people development and performance goals/management, legal & compliance adherence, resource utilization, administration and optimizing operating budget.

LUNDBECK PHARMACEUTICALS

AREA SALES – CNS – Psychiatry - December 2019 to March 2020

- Lead and manage (10) Account Managers across the state of Florida and Puerto Rico responsible for promotion of *Rexulti*® and *Trintellix*® providing ongoing direction to Area sales team, enhancing selling skills, customer focus and execution.
- Developing and maintaining quality KOL/decision influencer relationships at major centers, clinics and other key accounts, while monitoring, tracking and reinforcing measures of SFE at the Area level to meet corporate sales objectives.

TEVA PHARMACEUTICALS

HEAD OF SALES - CNS/Specialty Sales - January 2018 to October 2018

Driving sales, tactical execution and developing sales strategy in partnership with marketing leadership for two separate sales forces *Psychiatry - Austedo*® - \$200M, *Respiratory - QVAR*® *RediHaler*™ \$421M, *Migraine - AJOVY*® \$100M by ensuring that Area Sales Directors (4), Regional Sales Managers (35) and Field Sales Associates (319) execute sales plans according to expectations by optimizing resources to meet sales goals and objectives.

- Exceeded sales goals for promoted products – *Austedo TD/HD*®, *QVAR*® and *AJOVY*®.
- Provide leadership for Launch Excellence Team to strategize for sales of *AJOVY*® including territory sizing and structure, call plan, product distribution, sales reporting and incentive compensation.
- Ensure tactical execution, galvanize resources, transform and align incentives to achieve revenue targets and market leadership.

- Facilitate ongoing pull through, communication and customer integration for Shared Solutions – Specialty Pharmacy. Distribution/Patient Support Services, Financial Assistance Programs, Training, Nurse Support, Educational Resources, and ongoing pilot programs.

NATIONAL SALES DIRECTOR – CNS – Neurology/Psychiatry - October 2012 to December 2017

- Responsible for oversight and promotion of *Nuvigil® (\$400M)*, *Azilect® (\$428M)*, *Amrix® (\$200M)* and *launching Zecuity®* in alliance with (3) Area Sales Directors (30) Regional Sales Managers and (300) Sales Associates.
- Responsible for achieving assigned national goals for sales volume/net sales and for translating all dimensions of product marketing plans and strategies into effective sales tactics.
- Work cross functionally in developing business plans and formulation of national strategy and programs.
- Assist in recruitment and hiring for ongoing sales personnel and multiple product launches.
- Monitor national P&L operating budgets (AHM/In-Office, Road/Travel, Sponsorships, Sales) for program planning and sales expenses to ensure team streamlines costs and operates within key budgetary constraints and requirements.

SENIOR DIRECTOR AREA SALES (CNS) – July 2007 to October 2012

Responsible for driving growth and generating *over (\$1.4B) in annual sales* that were increased year over year for the Eastern United States via the promotion of *Copaxone® injectable (MS)* and *Azilect® (Parkinson's Disease)* through internal specialty pharmacy delivery, training, coaching and supervising Regional Sales Managers (10) and Professional Sales Associates (100).

BAUSCH & LOMB

REGIONAL BUSINESS DIRECTOR, Mid-Atlantic, Pharmaceutical Division – January 2006 to July 2007

Provided leadership to (8) Sales Associates, led the strategic direction and drove the attainment of quarterly and annual sales goals for *Zylet®, Lotemax® and Alrex®* within the Mid-Atlantic geographies.

MERCK & CO., INC.

ASSOCIATE DIRECTOR, MARKETING – Singulair® – February 2004 to December 2005

Responsible for managing and streamlining all brand communications through (5) marketing associates for strategic/tactical brand content, sales training, assessment of ongoing field resource feedback.

ASSOCIATE DIRECTOR, SALES STRATEGIC PLANNING (North Wales, PA) - August 2002 to January 2004

Primary responsibility for providing direction, utilization, and integration of *Key Opinion Leader (KOL) Influence Network Marketing* concepts (COMSORT) to align peer to peer programs, advisory boards and market research for all promoted therapeutic areas.

DISTRICT SALES MANAGER (West Palm Beach, FL) - August 1997 to August 2002

Managed the overall business for *Zocor®, launched Cozaar®, Hyzaar®, Maxalt®, Vioxx®* and development of (12) Professional Sales Representatives; accountable for hiring, competency/skill development, integration, managing expenses and all promotional resources. *President's Club Award in 2001*

MARKET ACCESS ANALYST - HMO/PBM (West Point, PA) - April 1996 to August 1997

Provided analysis of contract performance, product utilization and tiered discounts for (10) managed care customers including major carriers (*Aetna, Cigna, Humana, Prudential*).

NATIONAL SALES CALL CENTER SPECIALIST (West Point, PA) - April 1995 to April 1996

Consistently managed over (50) daily customer inquiries/interactions regarding Merck products, medical information, marketing programs, adverse events and inquiries for the various internal departments and divisions.

PROFESSIONAL SALES REPRESENTATIVE (New Orleans, LA) - (Sarasota, FL) - July 1991 to March 1995

Maintained positive sales growth and exceeded sales expectations for all promoted products in various therapeutic areas including cardiology, urology and gastrointestinal through the development of superior selling skills, customer service and territory management.

TECHNICAL SALES ANALYST – Sales Operations (West Point, PA) - December 1989 to June 1991

Northeast/Mid-Atlantic Regional contact for sales reporting, sales objective changes, territory realignment inquiries and marketing analysis for all therapeutic business groups.

DREXEL UNIVERSITY - B.S. Business Administration/Computer Systems Management

UNIVERSITY OF PHOENIX - Master of Business Administration

PROFESSIONAL DEVELOPMENT

UNIVERSITY OF PENNSYLVANIA – Wharton School of Business - Certificate of Professional Development in Leadership