

JANE DOE

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EXECUTIVE MARKET ACCESS LEADER: DRIVING GROWTH THROUGH PIVOTAL INNOVATION

LEVERAGING STRATEGIC AGILITY, FORWARD-THINKING LEADERSHIP, AND EMOTIONAL INTELLIGENCE TO DIFFERENTIATE AND DRIVE MARKET EXPANSION, ENHANCING PATIENT ACCESS AND HEALTHCARE OUTCOMES

- **Market Domination:** Orchestrated a market expansion strategy, capturing a dominant 30% market share in the competitive triple-negative breast cancer space, significantly outpacing 12 competitor drugs.
- **Innovative Contracting:** Pioneered Pharma Company One's first performance-based contract with top oncology GPOs, resulting in a 63% sales growth in 2023 and establishing Pharma Company One as the partner of choice.
- **Revenue Growth Leadership:** Helped drive Genentech's oncology sales from \$10B to \$15B over three years through strategic product launches and market access initiatives, marking a groundbreaking 50% increase in revenue.

AREAS OF EXPERTISE

Market Access Strategy | Payer Strategy & Reimbursement | Therapeutic Area Strategy | Stakeholder Engagement
Strategic Pricing and Contract Negotiation | Market Penetration | Product Launch | Innovation in Market Access
Cross-Functional Team Leadership | Global Strategic Planning and Development Integration | Regulatory Compliance

PROFESSIONAL EXPERIENCE

Pharma Company One | Anywhere, USA (April 2021–Present)

HEAD, KEY ACCOUNT MANAGEMENT

Pharma Company One is a leading biopharmaceutical company focused on innovative treatments for critical illnesses. Responsible for one buy-and-bill product (ABC drug) in one therapeutic area (oncology). Building and leading a team of 32, including two Senior Directors and four National Account Directors, 25 Regional Account Directors, an administrative coordinator and indirect reports in oncology payer, marketing, Key Accounts and field reimbursement.

Leadership and Innovation

- Assembled high-performing team from the ground up in one month, directly contributing to strengthened market position—10 team members/100 customers in Year 1 with expansion to 32 team members/250 customers in Year 2.
- Awarded President's Club-2023, one of two winners out of 30 executive directors, and earned "Outstanding" rating two years in a row—a rating achieved by less than 10% of executives with very few receiving it two years in a row.
- Pioneered first ever oncology department preceptorship program targeting high-potential team members, effectively enhancing Pharma Company One's talent pipeline and leadership readiness—137 applicants in inaugural round.

Market Expansion and Strategic Development

- Captured a dominant 30% market share in the competitive triple-negative breast cancer space, outpacing 12 competitor drugs, positioning company for further market share expansion.
- Orchestrated the success of a high-performing portfolio of 250 key oncology customers—driving a staggering 80% of total company oncology sales at \$1B.
- Spearheaded Pharma Company One's first-of-its-kind performance-based contract with top oncology GPOs—earning Pharma Company One a "partner of choice" designation—resulting in 150 qualified Pharma Company One oncology communities outpacing the nationwide sales growth of 42% with a 63% sales growth in 2023.
- Established strategic oncology Key Account Management framework, incorporating strategic messaging, KPIs, goals, budgets, SOPs, compliance, benchmarking, customer identification, customer alignment, and acquisition processes.
- Crafted a unified customer-facing strategy, merging medical and commercial efforts to streamline decision-making processes with clients, in collaboration with legal and senior leadership.

Pharma Company Two | Anywhere, USA (March 2012–April 2021)**SENIOR HEALTHCARE DIRECTOR**

Pharma Company Two is a biotechnology company dedicated to pursuing groundbreaking science to discover and develop medicines for serious and life-threatening diseases. Responsible for 38 products across all reimbursement types covering 5+ therapeutic areas. Progressively promoted to manage 80 direct reports.

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| SR. ACCOUNT EXECUTIVE MARCH 2012–SEPTEMBER 2013 | DIR., ACCESS SOLUTIONS LAUNCH STRATEGY SEPTEMBER 2013–MAY 2017 | NATIONAL DIR., ONCOLOGY ACCOUNT MGMT MAY 2017–JANUARY 2020 | SR. HEALTHCARE DIRECTOR JANUARY 202–APRIL 2021 |
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Product Leadership and Innovation

- Directed strategy and launch plans for seven oncology products, propelling Pharma Company Two from \$10B to \$15B in oncology sales over three years through strategic market access initiatives.
- Spearheaded strategic initiatives, including field team creation and management, to enhance Pharma Company Two's market position in Florida, resulting in sales achievement that surpassed goals by 102%.
- Revolutionized Pharma Company Two's commercial model by shifting to a localized decision-making structure, merging sales with managed markets, and establishing Pharma Company Two as a pharma innovator.

Account Management & Portfolio Growth

- Conducted strategic planning summits, devising focused account plans through SWOT analysis, objective setting, and stakeholder engagement, driving targeted sales growth and competitive positioning in key customer segments.
- Managed a diverse portfolio across multiple therapeutic areas, overseeing \$2.5B in sales and ensuring strategic market penetration across payer, hospital, and community segments.
- Fostered strategic partnerships with key accounts, such as Florida Cancer, Advent Health, and United Healthcare, through targeted strategic planning and collaboration.
- Mapped C-Suite decision-makers and regional payer dynamics across the top 100 oncology centers nationwide, driving product preference and positioning Pharma Company Two as the partner of choice for the entire biooncology portfolio of 17 products, generating \$5B in annual revenue from these accounts.
- Launched Pharma Company Two's first payer initiative in Puerto Rico, significantly increasing sales from \$150M to \$500M within a year and enhancing patient access to treatments.

Pharm PBM One | Anywhere, USA (March 2006–March 2012)**ACCOUNT DIRECTOR, STRATEGY AND CONTRACTING**

Pharma PBM One is a leading pharmacy benefit management (PBM) company that serves over 100M members and manages prescription drug benefits for some of the largest employers, health plans, and government programs in the United States. Progressively promoted to manage 4 Account Manager direct reports.

- Secured and managed contracts with 22+ Pharma Manufacturers, overseeing the distribution and sale of 100+ specialty products, driving significant revenue growth for Specialty Distribution and Pharmacy lines.
- Managed a complex portfolio of 26+ payers and 80 companies, generating and maintaining \$85M in annual revenue, while playing a key role in securing continued business partnerships through proactive issue resolution and participation in finalist presentations and contract renewal meetings.
- Spearheaded the success of 3 Specialty Pharmacy FDA Risk Evaluation and Mitigation Strategies (REMS) programs, negotiated contracts and amendments, and updated business rules resulting in EBITDA of \$350M.
- Recognized as a top 20% performer (Stretch Award) for 3 years within Pharma PBM One Emerging Leaders program for consistent high performance.

EDUCATION / CERTIFICATIONS

BSA, Health Sciences and Business Administration – ABC Forest University

Certified Pharmaceutical Sales Executive (CPSE) - National Association of Pharmaceutical Sales Representatives (NAPSRx)

Accredited Pharmaceutical Sales Representative (APSR) - Accreditation Council for Medical Affairs (ACMA)

Certified Sales Professional in Pharmaceuticals (CSPP) - National Association of Sales Professionals (NASP)