

JIM DELATTE

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GOVERNMENT AFFAIRS CONSULTANT, MARKETING & AWARD-WINNING SALES MANAGER

Agile leader with more than 30 years of experience in sales and marketing. Hands-on and award-winning sales manager with specialized knowledge of product sales in a myriad of industries, including pharmaceuticals and retail. Altruistic government affairs director with an expansive network of advisors and executive level policy-makers.

COMPETENCIES: Government Affairs, Management, Sales and Marketing

SELECTED ACCOMPLISHMENTS

Government Affairs and Implementation

- Used public relations strategies to build relationships that were instrumental in influencing healthcare policies.
- Proven track record of winning legislative support favoring corporate interests that impact patient health care.
- Collaborated and partnered with key officials in an effort to protect patient access to pharmaceuticals.

Management and Entrepreneurship

- Effectively managed a diverse team across multiple states in the south and southeast.
- Proactively led implementation efforts for Takeda's political strategy on various issues.
- Successfully launched two start-up companies in the U.S. with associated novel compounds to the marketplace with multiple physician specialties.

Sales and Marketing

- Consistently built teams of successful sales representatives.
- During the first year as district manager, led team of sales professionals who earned a national sales award.
- Played an integral role in the successful launch of Takeda's premier product to the U. S. marketplace.

PROFESSIONAL EXPERIENCE

Pelican State Strategic Solutions, LLC — New Orleans, LA

3/2017 – Present

Owner/Consultant

Currently the owner and lead consultant for an independent public affairs advisory and consultancy agency.

- Dedicated to achieving legislative change for clients by remaining laser focused on the political climate and policies.
- Accomplished in the recruiting and selection of top talent for any business environment.
- Substantial experience in recruiting and selection of a diverse sales force in multiple markets.
- Managing multiple states (TX, LA, MS, AL, GA, FL).

Takeda Pharmaceuticals U.S.A. Inc.

1/1999 - 3/2017

State Government Affairs Director 8/2005 – 3/2017

Led advocacy and patient access policy efforts in a selected geographical region of the south for Takeda's U.S. operations, while protecting the company's corporate interests and vested relationships with elected officials, regulatory agencies, and key decision-makers throughout the United States.

Notable Accomplishments:

- Liaised lobbying efforts between Takeda and key state legislators, state executive branch officials, and state agencies.
- Executed strategies on legislative policy and political regulatory issues that impacted the company.
- Strategically performed as the company's tactical arm on legislative, regulatory, healthcare, and tax issues.
- Directed and managed a team of contract lobbyists to ensure effective implementation of Takeda's political strategy.
- Communicated state legislative and regulatory issues to selected field and home office personnel to develop strategies.
- Protected company's business interests on legislative and regulatory activities.
- Collaborated with trade associations on grassroots activations efforts at the state level.

District Sales Manager 1/1999 – 8/2005

Led, developed and managed a team of sales representatives in a selected geographical region.

- Selected as Inaugural District Sales Manager primarily responsible for the recruitment process of the sales team in multiple states.
- Key contributor to the successful launch of Takeda and the introduction of the first Takeda product to the U.S Market.
- Continually evaluated business opportunities and proactively made recommendations to resolve business challenges.

Eisai, Inc.**8/1996 - 12/1998****Regional Field Trainer**

Trained, coached, and development of new hires to prepare them for territory management.

- Inaugural hire for the Louisiana and Mississippi territory.
- Established and cultivated long-term relationships with neurologists.

Novartis Pharmaceuticals**1/1988 – 8/1996****Institutional Account Manager**

Managed product placement on formularies with teaching hospitals, state Medicaid and Regional Department of Defense locations.

- Partnered with teaching hospitals and DOD's installations to create an educational smoking cessation program to market the premier smoking cessation patch.
- Developed Department of Defense markets in Florida and Georgia.

Managed Care Account Representative

Developed and implemented strategies for product pull-through marketing strategy to increase demand.

Senior Hospital Sales Representative

Developed and implemented plans to educate physicians in training in Northeast Florida to teach them how to use company products.

Territory Medical Representative

Managed a territory for promoted products to neurologists, rheumatologists, cardiologists, and surgeons.

EDUCATION**Louisiana State University, Baton Rouge, LA**

Bachelor of Science – Business, (B.S.) – Marketing

PROFESSIONAL AWARDS AND ACHIEVEMENTS

- Cresset National Sales Award Recipient
- Circle of Excellence National Sales Award Recipient
- Selected as Chair for PhRMA Louisiana Task Force
- National Lieutenant Governor's Association Member, past chair CAP's Program
- National Black Caucus – Corporate Round Table
- Selected for the Takeda Diversity & Inclusion Task Force
- Appointed by Governor Edwards to the La. Board of Drug & Device Distributors

VOLUNTEERISM AND BOARD INVOLVEMENT

- Board of Directors – President – Project Graduation (2008 – 2013)
- Youth Mentor/Coach – South Tangipahoa Youth Soccer Association (1998 – 2003)
- Education Committee Chair – Alzheimer's Association (1996 – 1997)
- Board of Directors – Vice President – Epilepsy Foundation (1994 – 1996)
- Board of Directors – President/Executive Committee Chair – Louisiana Personnel- Louisiana CASA- Court Appointed Special Advocacy for abused and neglected children (1998-2004)
- Aquatic Volunteer Instructor – Louisiana Department of Wildlife and Fisheries (2017)