

Gary S. Kaiser

MARKETING & COMMERCIAL LEADER IN LIFE SCIENCES

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PROFILE

Proven commercial leader with extensive experience in global pharmaceutical and medical device businesses. Energetic and collaborative builder of high-performing teams, driving commercial product success, revenue growth, profit increases, and organizational transitions. Agile marketing strategist with a successful track-record in differentiated positioning, innovative brand building, awareness and performance-based marketing across traditional and digital/social channels. Expert in integrating marketing with sales, reimbursement, and payer management, as well as in new product development and lifecycle management, leading to significant growth and value creation.

AREAS OF EXPERTISE

- Cross-functional leadership
- Problem-solving
- Collaborative team building
- Innovative commercial strategy
- Revenue growth
- Therapeutic areas: dermatology, GI, nephrology, oncology, pain management, urology, women's health
- Brand strategy
- Lifecycle strategy
- Market Access
- Medical affairs
- Operations and supply chain

PROFESSIONAL EXPERIENCE

GS Kaiser Consulting, Tampa, FL

2023 – Present

Independent Consultant assisting companies from start-ups to fully commercialized businesses to identify opportunities and realize performance goals and growth.

Consultant

- Work with Founders, CEOs, and senior executives to develop and execute the company's strategic goals and objectives
- Identify development and growth opportunities for product launches, market expansions, and long-term business plans
- Research, outline, and plan strategies to improve efficiency, productivity, and profitability
- Establish key performance indicators (KPIs) and metrics to measure the company's operational performance
- Provide leadership and direction to operational teams, including hiring and talent development, fostering collaboration and innovation, and promoting employee engagement and morale

VIVEVE MEDICAL, Inc., Englewood, CO

2019 – 2023

A medical device company focused on developing, manufacturing, and commercializing devices to address women's intimate health needs, such as sexual function and incontinence.

Vice President, Global Marketing

- Led marketing, commercial development, product management, and reimbursement functions, reporting directly to the CEO
- Transformed Viveve from an aesthetics-focused company to a urogynecology-focused company
- Prepared the company and the market for the global launch of a new indication (stress urinary incontinence)
- Collaborated closely with the CEO and CFO on SEC S1 financial offerings, K and Q statements, and filings
- Increased system and consumable sales through digital direct-to-consumer (DTC), healthcare provider (HCP), and practice management marketing efforts
- Led market access efforts and implemented AMA CPT coding for future payer and reimbursement
- Oversaw decision analytics and market research, managing payer and market data
- Partnered with key urology and gynecology thought leaders to educate and influence their medical societies and colleagues on advancements and the utility of energy-based technology
- Designed and built Viveve University, a customer training platform to increase product and clinical knowledge and management strategies for building patient bases
- Implemented a client relationship management (CRM) system
- Evaluated business development opportunities

AYTU BIOSCIENCE, Englewood, CO

2016 – 2019

A US-based pharmaceutical startup focused on men's urologic health, sleep, and women's sexual health and wellness.

Senior Director, Marketing, Sales Training, and Medical Affairs

- Led the creation and build-out of AYTU's commercial and medical affairs departments

- Implemented business processes, workflows, product strategies, and communications
- Set medical affairs priorities, including key opinion leader management, Phase III and IV studies, and scientific publications and presentations
- Played an integral role in evaluating potential product opportunities during business development activities
- Managed market research, decision analytics, market access, and sales data

ASTELLAS PHARMACEUTICALS, INC., Northbrook, IL

2007 – 2016

A large, global pharmaceutical company (Tokyo-based) with \$11B in annual revenue, about 17,000 employees, and franchises in urology, oncology, immunology (transplantation), dermatology, cardiology, and infectious disease.

Director of Marketing, Urology and Dermatology, 2010 – 2016

Associate Director Marketing, Dermatology, 2007 – 2010

Led strategic planning for multiple therapeutic areas through tactical implementation. Served as the US lead for the Global Urology Brand team.

Managed six direct reports across diverse organizational functions and responsibilities.

Urology – VESicare, Myrbetriq

- Responsible for managing \$1.5 billion in combined revenue and overseeing the professional budget for the urology franchise
- Led the development and implementation of professional urology marketing franchise strategies and tactics targeting physicians and patients
- Successfully led the launch of Myrbetriq, including co-positioning with VESicare as the #1 branded drug in the overactive bladder class
- Directed the PGA TOUR “Must See Moments” sponsorship, integrating DTC advertising, social media, and public relations to promote Myrbetriq
- Led the Detrol LA generic counter launch team, driving Detrol LA market share from 17% to under 8%. Successfully preserved the branded marketplace for VESicare and Myrbetriq
- Designed and implemented a medication therapy management program to manage incontinence outcomes. This initiative pulled through market access relationships and offered value to payers, integrated health systems, and large group practices
- Led decision analytics, market research, and market access efforts for both franchises
- Managed all Japanese expatriates and oversaw their integration into the US market

Dermatology – Protopic, Amevive

- Took over management of the neglected and under-resourced dermatology franchise and stabilized and grew declining market shares for both brands
- Responsible for the strategic direction, management, and implementation of the five-year business plan
- Managed \$87 million in annual revenue, P&Ls, sales training, and sales force execution
- Managed key manufacturing issues with the operations and supply chain teams
- Introduced buy-and-bill, specialty pharmacy programs, and lifecycle management strategies that were not previously executed at the organization
- Led a cross-functional team in the development, execution, and successful launch of Astellas's first-ever authorized generic drug for Protopic in November 2014
- Grew revenues to over \$100 million

AMGEN, INC., Thousand Oaks, CA

2005 – 2007

Senior Manager, Marketing Operations Franchise Lead ENBREL, 2/2007 – 10/2007

- Directed, supervised, and reviewed the achievement of Amgen’s internal clients’ strategic and tactical objectives by assigned Marketing Operations Brand Managers and Disease State Marketing Operations Managers
- Provided leadership to cross-functional Marketing Operations matrix teams, including client management, creative, meeting planning, trade show, and operations
- Partnered with ENBREL sales and marketing leadership to develop communications objectives and strategic direction aligned with marketing and business objectives
- Developed brand strategies and integrated marketing communications programs and campaigns in alignment with organizational goals

Senior Marketing Manager, ARANESP Corporate Customer Marketing, 8/2005 – 2/2007

- Managed the ARANESP Corporate Customer Marketing hospital segment promotions
- Led a cross-functional matrix team across three business units
- Defined communications objectives based on marketing strategy, developed strategic and creative direction, and successfully implemented integrated oncology and nephrology marketing programs
- Successfully launched the ARANESP Q3W oncology indication and the ARANESP SureClick Auto-Injector to the hospital segment

EDUCATION

Master of Business Administration, Management and Marketing, University of Montana, Missoula, Montana

Bachelor of Science, Business Administration and Marketing, University of Montana, Missoula, Montana