

# KRISTINE DORWARD

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## CONTACT



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## PROFILE

- Identifies licensing and alliance opportunities, facilitating incremental growth & sustained pipeline development advantage
- Evaluates disruptive corporate and commercial strategies
- Validates critical factors in business complexity to drive strategic planning and actionable insight
- Business results and financial performance focus; milestone delivery for per share value creation

## COMPETENCIES

- Integrates multi-functional knowledge for 360° perspective
- Analytics & actionable insight
- Cultivates influential partnerships; network diversity
- Thought leadership; agility to address opportune dynamics
- Innovative business models

## HIGHLIGHTS

### Market Launch Readiness

2018

Orchestrated application to Centers for Medicare & Medicaid (CMS), securing a new ICD-10 code, facilitating rare disease recognition, routine diagnoses and care.

### Value Proposition; Market Access

2016 - 2017 - 2018

Co-authored HEHO analyses integral to reimbursement strategy for ultra-orphan therapy; 2018 ASH poster presentation.

Established registry as critical pre-launch resource for patient tracking, clinical and therapeutic insights; KOL engagement tool.

## PROFESSIONAL BACKGROUND

### Business Development Consultant

03/2021 - Present

#### Pullan Consulting

Formulating licensing strategy, market assessments and asset valuations for pharma/biotech clients; leading negotiations and partnering engagement plans, helping clients achieve their business development goals.

- Representing sell-side licensing and therapeutic candidate investment opportunities, advancing clients' progress to business development plans

### Senior Director, Corporate & Business Development 2019 -03/2021

Liminal Biosciences Inc. (NASDAQ: LMNL); formerly Prometic Life Sciences Inc.

Leading global licensing, acquisition and divestment strategies; evaluation of joint venture and co-development investment opportunities.

- Global & regional licensing deals ranging from USD\$100M - \$1B NPV
- Recommendation of strategic development paths and LCM plans for therapeutics in rare disease, hematology and fibrosis-driven conditions
- Develop presentation decks for financing, investor & board meetings
- Commercialization strategies for new assets; portfolio integration, resource alignment needs and infrastructure plans

### Senior Director, Marketing & Market Access

2017 - 2018

- Set global launch & commercialization plans for rare disease assets
- Pricing analysis, forecast models, rebate impact & potential risk-sharing agreements; channel focus refinement for margins and profitability
- Value-focused reimbursement strategy, reflecting influential payer views

### Director, Business Development & Marketing

04/2014 – 12/2016

- Analyze target markets to determine competitive landscape, future treatment paradigms, product positioning and value proposition
- Evaluation of regulatory, commercial & financial factors driving adoption of new therapies in USA & global markets; launch feasibility models

## PUBLICATIONS; POSTERS

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Biosimilars: Regulatory, Clinical & Commercial Considerations. *DRUGS*. 2011; 71(12): 1527-1536

Clinical Trial Design In Biosimilar Drug Development. *INVESTIGATIONAL NEW DRUGS*. 2013; 31(2): 479-487

An Innovative Model For Performance-Based Pricing. *EUROPEAN JOURNAL OF CANCER CARE*. 2014; 08

Human Plasminogen Replacement Therapy Vs. Best Supportive Care in Patients with Congenital Plasminogen Deficiency: A Comparison of Health Care Resource Use over a 48-Week Period. *ASH POSTER PRESENTATION*. 2018.

## AWARDS

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Gold Award; Highest National Sales; 2003  
Janssen-Ortho

Performance Club Awards; 2000; 2001  
Janssen-Ortho

Representative of the Year; 2004  
Hoffmann-La Roche

## EDUCATION

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Master of Business Administration (MBA)  
Saint Joseph's University, Philadelphia, PA

Bachelor of Science (BSc)  
McGill University, Montreal, Quebec

## CERTIFICATIONS

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Certified Licensing Professional (CLP)  
Licensing Executive Society (LES)

## ASSOCIATIONS

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Licensing Executive Society (LES)

Institute of Corporate Directors (ICD)

National Association of Certified Valuators & Analysts (NACVA) (*Expired*)

## Associate Director, Marketing

07/2011 – 04/2014

### Aptalis Pharma

Developed and led national strategic launch and marketing plans for new and established products in Cystic Fibrosis and Gastroenterology.

- Performance benchmarking, commercial assessments, brand re-positioning for flagship product requiring new competitive messages
- Determined portfolio investments and resource allocation, optimizing A&P budget of ~\$2+ million for Canada
- Secured incremental licensing revenue of \$15 million, augmenting product portfolio generating \$35 million per annum
- Global launch team; specialty assets with potential >\$100M annually

### Principal, Licensing, Acquisitions & Corporate Strategy

#### Aggero Partners

01/2011-07/2011

Buy-side / sell-side recommendations with market analyses for biotech CEOs seeking valuation of medical devices & biologics in oncology & hematology

### Manager, Business Development, Licensing & Acquisitions

#### Sanofi-Aventis

05/2009-12/2010

Developed and coordinated commercial, financial, reimbursement & market access evaluations involving specialty therapeutics, novel drug-device combination products and biologics

- Closed a 10-year drug-device licensing contract; ~ NPV \$500 million USD
- Closed two distribution agreements for Canada, NPV > \$5M; successful crafting and renegotiation of deal terms

### Marketing Manager; Business Development – Psychiatry/Addiction

#### Prempharm / Mylan

05/2007-05/2009

### Product Manager; Territory Manager

– Hematology; Virology

#### Hoffmann-La Roche

04/2004-05/2007

### Field Sales Manager; CNS Product Specialist

#### Janssen-Ortho

09/1998-04/2004

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## BOARD DIRECTOR EXPERIENCE

### Aqiok Studios Inc.; Board Member

11/2018 - Present

- Customizable, digital omni-channel platform for luxury cosmetics industry clients, providing sales growth accelerators & enhanced ROI

### Hydrocephalus Canada; Board Member

09/2019 - Present

- Not-for-profit organization providing education, research funding & support services for people living with hydrocephalus & spina bifida

### Multiple Sclerosis Research Group Advisory Board - uOBMRI

12/2019 - Present

- Oversight, guidance and support for a range of MS research initiatives, fundraising activities, partnerships and public outreach

### Relevium Technologies Inc. (TSX-V: RLV)

#### Board Member ▪ Audit Committee

11/2015 - 02/2018

- Nutraceuticals marketed through retail & e-commerce channels

### LKP Solutions Inc. (CSE: OSO); Board Member

10/2016 - 10/2018

- RTO by Osoyoos; cannabinoids for medical & recreational markets