**John Doe Address, City, State, Zip**

**Mobile Phone # | email address | LinkedIn Profile Link**

 **7-Part Marketing Strategy**

**1. MegaTrend**

Translational/Personalized Medicine from Life Sciences to Healthcare impacting technology to economics and involving new and complex business models.

**2. Professional Objective**

**(Consider creating more than one track to enhance your options)**

**Track A: Leverage science, technology and business background into health care enabling technologies at initial stage of commercial development in emerging markets.**

*(i.e. Modeling/analytics in disease profiling; clinical trial design, health economics, direct to consumer genetic testing, genetic testing/biomarkers applied to diagnostics/therapeutics)*

**T Track B: Life Science R&D technologies (preferable enabling) niche or platform, software or tools.**

*(i.e. Genomic testing – Next Generation Sequencing/Expression Tools, Genomic data platforms,*

*genomic data modeling/analytics)*

**3. Prospective Positions:**

**VP/Director/Manager**

**Preferred Functions Include:** Global Sales; Enterprise / Strategic Accounts / Strategic Marketing / MarketingBusiness Development / Sales; Partnering, licensing

**4. Positioning Statement**

Strong science, technology and business background. Extensive and comprehensive leadership in new market development and execution of strategies that drive organizational and top-line revenue growth. Successfully capture multi-million dollar deals and drove sustainable organic growth by aligning strategic business needs of clients with technology solutions supported by market trends. Leadership style characterized by strong interpersonal, negotiation and influence skills instrumental in building/directing high performing solution sales teams.

**5. Competencies & Skills:**

|  |  |  |
| --- | --- | --- |
| **SALES** | **BUSINESS DEVELOPMENT** | **MARKETING** |
| * Revenue Generation
* Key Accounts
* Consultative / Solution Sales
* Forecasting, Pipeline Development, Sales Operations
 | * New Market Development
* Business Planning
* Complex Contract Negotiation
* Private Investor (VC, PE) Experience
* Partnership Development
 | * Market Segmentation
* Market Sizing
* Competitive Intelligence and Positioning
 |
| **INFORMATICS** | **TOOLS/WORKFLOWS** | **ACCOUNTS (\*Representative Only)** |
| * Enterprise software
* RFP process/management
* C-level engagement
 | * Life sciences markets: pharma, biotech, agriculture, academic and govt
* Preclinical/clinical development life cycle from discovery - scale up, mfg
 | * Pharma – J&J, Lilly, AZ, Merck
* Agriculture – DuPont, BASF, Syngenta
 |

**6. Target Market**

**Geog Geographic Area: Primary:** East Coast, Philly, DC, NJ **Secondary:** East Coast based HQ or significant presence that would allow for partial offsite work and/or site travel.

**Size of Organization:** Small preferred – Series-A VC funded or a new market/business entity within an established company

**Environment/Culture:** Customer/market driven, strong leadership and management team, entrepreneurial environment

**7. Target Industries & Example Companies**

**Track A**

|  |  |  |
| --- | --- | --- |
| **Dx to Consumer/Rx** | **Clinical** | **Health Economics** |
| 23andMe | Medavante | I3 Innovus |
| decode | WebMd | UBC |

**Track B**

|  |  |  |  |
| --- | --- | --- | --- |
| **Genomic Testing Platforms** | **Scientific Informatics** | **Instrumentation** | **Modeling/Analytics** |
| Illumina | BioVia | Agilent | SAS |
| Pac Bio | IDBS | Perkin Elmer | Certara |