



JOSEPH WILSON

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HEALTHCARE COO / CEO

Leading Growth & Turnarounds; Building Motivated Teams Responsive to Stakeholders

Highly Engaged Leader With Passion for Business Vision

Strong Profit, Market Share, Cash Flow, & Sales Performance

Strategic, resourceful Pfizer executive poised for divisional or executive officer role within healthcare settings (pharma, diagnostics, health-related devices). Influential strategist with reputation for revitalizing flagging operations, *leading with intensity and focused on growth*; sought to design business vision, forge consensus, and motivate teams.

NOTABLE BUSINESS IMPACT

Fortune 50 Executive & Sales Expertise at Pfizer, Eli Lilly, AstraZeneca, Sanofi

"I embrace visions not always seen by others and then work tirelessly to build buy-in, alignment, and support from stakeholders... with a strong focus on value generation for the company, customers, and patients."

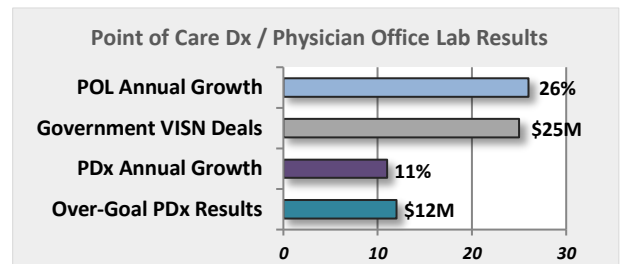
#1 Results at Pfizer Tissue Diagnostics – Secured best performance since acquisition with sales reorg, commercial integration into affiliates, and staff engagement.

Business Launch + Service Increase – Brought Point of Care Diagnostics Coag sales up 36% YoY and surpassed auto chemistry instrument placement 40%; led 278 reports to focus on self testing resulting in hospital account conversions.

Head of Medical & Scientific Affairs – Served as MSA leader for 3 years in Physician Office Laboratory business (concurrent to P&L authority), with oversight of physician advisory boards plus MD and PhD reports.

BOD Role in Women's Leadership Initiative – Advanced cause as first male WLI Board member and speaker.

New Revenue Streams – Built Infusion Delivery System with team to support Diabetes Care business, bypassing Independent Diagnostic Testing Facilities distributor pricing demands and growing service to 34,000 patients.



CAREER PROGRESSION & PERFORMANCE

PFIZER DIAGNOSTICS CORPORATION (2001-Present)

Earned rapid promotions, quickly establishing footing and influencing significant improvements in market strategy, employee engagement, stakeholder buy-in, and revenue and operating performance.

SVP, TISSUE DIAGNOSTICS (2013-Present)

Dual Authority for \$377M Tissue Diagnostics P&L, Plus Commercial Operations Migration

Campaign Success - Market Segmentation & Go-To Market Strategy - Team Restructuring - Growth Analyses
169 Total Reports - Competitive Position Improvement - Employee Town Hall Meetings

Quickly delivered results upon promotion to spearhead integration and commercial operations performance; designed market segmentation strategy, tactics, and real-time tracking slated for continual revenues from test volume. Confer with integration partner on yearlong migration.

- **Integration Team Leadership:** Undertook intensive travel to work with Chicago team, leading \$470M integration for move to HQ. Formed leadership team and *galvanized global stakeholders around new vision.*

JOSEPH WILSON: HEALTHCARE COO - CEO

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PFIZER DIAGNOSTICS CORPORATION SVP, TISSUE DIAGNOSTICS (Continued...)

- **Market Segmentation for Growth:** Identified potential wins (key to reaching sales goals); built and promoted Protect-Expand-Grow (PEG) strategy, producing Total Available Market data representing opportunities.
- **Above-Plan Operating Profits:** Built multifaceted plan for improved field sales, employee engagement, and commercial integration – **delivering #1 results in history** at 99.6% against millions in revenue gap.
 - Boosted competitive health network position among hospital chains, outpatient surgery, and conglomerates.
 - Generated \$8M total from new campaigns, using performance feedback loop instrumental in results.
- **Field Sales Revitalization:** Reorganized field teams, maintaining strong engagement and communications during transition to 85%+ new roles, reporting lines, customers, and expectations.
 - **Raised morale** with frequent town hall presentations, metrics-driven updates, and mentoring.

“In a very short time, **Joe established himself as the respected leader in Tissue Diagnostics**. This was quite important given all the changes; his commitment to Pfizer, employees, and the patients we help is commendable.” - Review

SVP, PROFESSIONAL DIAGNOSTICS – HEAD OF MEDICAL & SCIENTIFIC AFFAIRS (2009-2012)

Oversight of \$150M P&L in Physician Office Laboratory Business; Concurrent Medical & Scientific Affairs Role

Pricing Strategy - Risk Sharing Agreements - Customer Volume Increases - Legal & Executive Collaboration
147 Total Reports - Proactive Response to Morale, Product, & Customer Issues

Elevated business growth through market segmentation strategies in POL business focused on cardiovascular care – identifying high-growth customers and requirements crucial to providing ideal solutions. Took over challenged MSA group, championing atmosphere of respect and reversing audit issues.

- **Medical & Scientific Affairs:** Pushed clinical innovation, developing strategies for study design / investigative initiatives, and leading Medical Affairs for 3 years (exceeding 1-year commitment). Hosted MDx Advisory Board.
 - Saved 15% (\$3M) in expenses with improvements to study program and department operations and addressed 100% of audit findings under predecessor. **Built first MSA Strategic Plan.**
 - Improved morale through mutual education; fostered collaborative atmosphere built on shared wins.
- **Growth Trajectory:** Expanded business 11%-13% annually, including 7-point rise in Coag growth, 6% over-goal AST account conversions, **19,000 3rd party meter placements**, and \$2.7M NDC distributor agreement.
 - Quickly halted Patient Self Testing refurbishment from large customer, engaging legal and regulatory affairs to enforce action; satisfied customers with credits for affected meters.
- **Corrective Strategy:** Led steps to counter product recall (1,200 customers and \$11M impact), using quick incident tracking and communication plan, with just \$1.3M in sales plan revisions and net -.3% result.



SVP, POINT OF CARE DIAGNOSTICS (2004-2008)

Organic Revenue Growth From Increased Service Business & Optimal Performance in \$350M Business

280 Reports - P&L - Market & Channel Strategy - Staff Training - New Patient Care Protocols - Cost Savings

Formed and executed fresh business vision and strategy, reinvigorating hospital business and promoting Patient Self Testing. Drove Diabetes Care Hospital Group and Intensive Care sales and profits; reduced millions in M&D costs to reach aggressive margin goals. Secured competitive contracts with HCA, United Health, and Kaiser Permanente.

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PFIZER DIAGNOSTICS CORPORATION SVP, POINT OF CARE DIAGNOSTICS (Continued...)

- **Continual Growth:** Attained target operating profits with **5%-11% annual growth** and \$2.5M first-year drop in M&D costs (plus \$3M COS / Quality Initiative savings). Exceeded sales despite product recalls.
 - Brought in \$423M total in new contracts including bG agreements, MAS/IT Connectivity OEM supply, sole-source, outpatient bG, and Coagulation Monitoring deals.
- **Revenue Opportunities:** Improved Hospital POC / BGE revenue **85% in single year** with 510K FDA clearance on Plural Fluids pH monitoring; conferred with medical and scientific payers to obtain Tight Glycemic Control data.
- **Startup Success:** Built Infusion Delivery System to support Diabetes Care (servicing 34,000 patients).
- **Key Appointments:** Chosen for Holland-based Global RPD Operating Committee; cross-functional global team for Imperative #7 Decentralized Testing; PD strategy / portfolio with leaders from Germany, Japan, & India.

VP, SALES & MARKETING, DIABETES CARE HOSPITAL GROUP (2003-2004) Market Leadership Increase, Plus Selection for Ethics & Compliance Committee

Attained **ROS goals** with \$2.25M total costs savings crucial to profit and ROS goals; increased Year 1 sales 6% with new patient care improvement opportunities. Addressed failing meter sales with shift in direction. Led cross-functional teams to build Target Available Market segmentation analysis yielding new growth targets.

VP, SALES & MARKETING, NEAR PATIENT TESTING (2001-2003) Division Turnaround & Divestiture (Leading M&A, Finance, Legal, Manufacturing, Treasury, & HR Team)

Reversed **\$30M DAT performance** (-4% ROS to +4%) via market segmentation, identified \$650K in overpaid royalties, and led DAT corporate divestiture team at CEO request (selling business to OEM supplier). Managed 86 reports.

ELI LILLY INTERNATIONAL:

VP, US SALES (RENAL DIVISION), 1996-2000; **VP, NATIONAL ACCOUNTS (RENAL DIVISION)**, 1994-1996;

VP, MULTIHOSPITAL SYSTEMS (CORPORATE SALES & MARKETING), 1992-1994;

MANAGER, SALES OPERATIONS; ASSOCIATE PRODUCT MANAGER (ALL HYLAND DIVISION), 1985-1992

Supervised up to 200 total reports / \$400M annual sales, directing Sales, National Accounts, Sales Planning, Training, & Customer / Clinical Service; played key role in developing US business model and launched career management initiative.

SMITH KLINE LABORATORIES: SENIOR SALES REP

SANOFI COMPANY: SALES REP

EDUCATION

MS in Strategic Management, University of Chicago, IL

MBA, Texas State University, Dallas

BA in Biological Science & Sociology, University of California, Santa Barbara, CA

PROFESSIONAL & CIVIC AFFILIATIONS

Economic Development Board: **Chamber Of Commerce**, City of San Francisco, CA (2002-Present)

American Management Association | **Big Brothers of America**

Former Affiliations – Board of Directors: **Alternatives Youth & Family Services**, Omaha, NE

Board of Directors: **United Way of Central Minnesota** | **Leadership Greater Omaha** Fellow

Summary:

Joseph had held a longtime track record of growth in diagnostics and devices supporting a wide range of patient needs; he was ready to advance to the next level and had already held COO-level authority in his current role.

The challenge I faced in writing his resume was a massive amount of detail. He had documented the outcome of every trial, revenue success, patient-focused improvement, and team coaching exercise – requiring analysis and consolidation of a mountain of relevant material. To show his career progression, I used a noticeable green font for job titles. In addition, I included some of the accolades he had earned, as well as an expanded section on his external leadership positions. Joseph’s resume also contains a large amount of sales figures that outline his ability to generate results across divisions and convey the mission behind complex products. Charts also helped to capture the vast amount of data illustrating his achievements.

Joseph has since moved onto a C-level role in another healthcare organization.