



CLEAR VISION & SYNERGISTIC EXECUTION FOR ENDURING TRANSFORMATION

CHIEF TRANSFORMATION OFFICER

REDESIGNING, RAISING THE BAR, EMERGING STRONGER, AND THRIVING

Strategic international change leader, spurring revenue acceleration, optimizing productivity, creating customer-centric organizations by uncovering and harnessing employee and business potential, leading the way into uncharted territories with deep knowledge of the Asian market.

EXECUTIVE DISTINCTION AND VALUE OFFER: Business **TRANSFORMATION** maestro, breathing new life into Fortune 50/100/500 corporations, positioning and re-positioning them as market leaders through evidence-based roadmaps and swift **ACTION** in operationalizing **SOLUTIONS** that steer meaningful **EVOLUTION** for top firms in the pharma industry.

40%↑ Global Market Expansion

\$13.M ↑ Cash Flow

950%↑ Product Commercialization

Driver of active and disciplined culture (1000+ staff members) that cascaded throughout the entire organization. Consistent record of success capitalizing on opportunities for greater ROI/ROS. Fueled unprecedented growth through innovative and reliable change management...unlocked entrenched thinking and rallied C-Suite members behind a decade-long, evolutionary journey:

10-Year Value Optimizing Strategic Plan	2010 to 2011	2011 to 2012	2012 to 2013	2014 to 2015
	+ 172%	+167%	+175%	>165%

EXECUTIVE GLOBAL BANDWIDTH THAT UNEARTHS HIGH VALUE

- ▶ **President and Chief Transformation Officer, Sterling Corporation:** \$7B Global Pharmaceutical Company.
STRATEGIC GOAL: Global Market Expansion
- ▶ **VP of Sales, Stan Incorporated:** \$48B Global Pharmaceutical Company.
STRATEGIC GOAL: Reverse 5-Year Product Commercialization Failures
- ▶ **VP of Sales & Marketing Japan at Cellar Life:** \$1B Life Sciences CRM Company.
STRATEGIC GOAL: Restore Profitability and Growth Potential.
- ▶ **President and Representative Director at Star Tokyo:** \$200M Software Co.
STRATEGIC GOAL: Optimize Performance and Growth.

Geographies: North America, Australia, and Asia Pacific.

Sectors: Pharmaceutical, Biotechnology, Life Sciences, and Healthcare.

Languages: English, Mandarin Chinese, and Japanese.

Strengths: Global Sales Growth, Revenue Expansion, Turnaround Strategy, General Management, Culture Change, Customer Advocacy, Alliance Building, Pharmacovigilance, Global Supply Chain, Technology Direction, Post-Acquisition Integration, Product Launch, Financial Analysis & Reporting.

HIGH-IMPACT EXECUTIVE COMPETENCIES

Sterling Corporation | 11/2011 to Present

Global, technology-driven, multi-specialty health care company providing therapeutic advances in ophthalmic pharmaceuticals, dermatology, neuroscience, urology and cosmetics with 11, 700 global employees.

President and Chief Transformation Officer

Bottom-Line: Perched sterling at #1 in the Japanese pharma market; 2nd in the global market, and as principal generator of overall company growth through innovative concepts tied to short and long-range goals, delivering triple-digit results immediately.

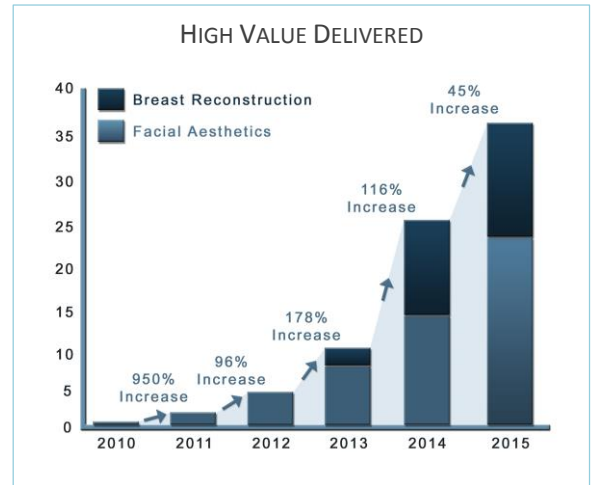
Challenged corporate consensus, moved Board members and C-Suite past fear of risk embedded in a second attempt to exploit market viability. Engineered a highly fruitful and sustainable 10-year global market expansion strategy in a very competitive and saturated market by re-envisioning the **FUTURE**, beyond commercialization, with a full-scope business startup plan under the Sterling umbrella.

Executed \$50M P&L accountability, leveraging wide-range experience across general management, sales in mature and new markets, operations and staff evolution to establish and tighten controls across:

- 1) Quality Products, 2) World-Class Teams, 3) Disciplined and Scalable Operations, 4) Financial Health Agility, 5) Commercialization-focused R&D department, 6) Business Aligned Human Resources.

*"If you hire only those you understand, you only hire people less than you.
Often, outstanding people among those you don't particularly like."*

- **Business Startup & Corporate Reputation.** Created new business development opportunities through high-profile networking and relationship building, including with government authorities in a highly regulated industry.
- **Market Development.** Placed Sterling as forerunner through portfolio expansion, generating double-digit market share growth: 1st year: 10%, 2nd: 30%, 3rd: 40%, 4th: 50% far above industry average.
- **World-Class Product Launches.** Engineered product development program (business case, investment, market-driven cost models risk, P&L, R&D, quality), releasing 5 new and highly profitable products to market.
- **Financial Strategy.** Designed budget and executed P&L accountability across Administration, Sales & Marketing, Operations and Research & Development departments, touting clear focus on spend and control.
- **Continued Growth.** Performed acquisition due diligence, identifying targets, signing a **\$150M+** 5-year agreement that will cement Sterling's continuous growth capabilities for the next decade.
- **Team Building.** Collaborated with HR as a key strategist in designing Learning & Development **strategy for 150-member** workforce, inclusive of building a top-talent pool and succession planning to address workforce maturation. Handpicked leadership team focused on bottom-line, superiority, and customer advocacy.
- **Culture Change.** Established winning culture by emphasizing accountability and a sense of urgency without jeopardizing quality. Mined the power in KPI-driven performance monitoring to mobilize members. Expanded capabilities through research-based sales and marketing.



Stan, Inc. | 2008 to 2011

Global pharmaceutical company with 90,000 employees. Focused on developing innovative products for the treatment of chronic and acute diseases.

Vice President of Sales

Bottom-Line: Championed major transformation of a 2,900-employee organization into a world-class, value-focused product ambassadors, sparking revenue growth of 100% and market share of 15%

Headed the exploitation of missed market potential, eradicating history of multiple failed attempts in product launches. Charged with commercial strategy, capability expansion, talent development, strategic planning, and execution. Modernized staff training program, strengthening talent bench, introducing discipline in product development with a focus on value and quality throughput. Integrated controls, performance incentives, customer serviceability with user experience first. Prepared company for long-range and enduring success through succession planning that harnessed employee knowledge for next-generation workforce.

- **Employee Development & Transformation.** Renewed team confidence, energizing and unifying talent, yielding improvement from 3% the first year to 11% by end of tenure:
 - Evolved sales teams, thrusting from bottom 20% to top 10%. Revolutionized culture, evidenced by consistent high-ranking survey results for the last 3 years (including by corporate/pharma clients) and based on disease pathologies:
 - Hypertension: Ranked 5th in 2007 and 1st in 2010 ♦ Adult Asthma: Ranked 3rd in 2007 and 1st in 2010
 - Diabetes: Ranked 1st in 2010 ♦ HIV: Ranked 3rd in 2008 and 1st in 2010
 - Established dedicated, customer-focused teams, gaining clarity through use of KPI dashboards and systems sales cycle approach, leveraging technology and data to analyze segmentation, customer behavior and needs.
- **Market-Dominant Product Deployment.** Piloted the launched of several 'game-changing' product introductions, which became best-ever product launches in the company's history and premier products in the global market. Designed go-to-market strategies, capturing #1 position in their respective markets:
 - JAY, ORAL ANTI DIABETIC: #1 market share in OAD market within 18 months.
 - ZENA, ANTI GLAUCOMA: #1 market share in FDC marketplace within 6 months.

Cellar Life | 2003 to 2008 ▪ Paris, France (Headquarters)

Technology and Service Provider focusing on Pharmaceutical Sales, Marketing, Clinical and Compliance Solution and Services: \$1B revenue, 8,000 employees and global reach.

VP of Sales & Marketing

Bottom-Line: Grew market share 43% and profit goal 120% by optimized capability, driving high-precision efficiency across sales & marketing, optimizing ROI potential through tactical (scientific) roadmaps that deliver on strategy.

Recruited internally to reinvigorate revenue growth. Built a consulting practice with core-competency sales and marketing effectiveness that became a service provider of choice. Enabled company to garner higher ROI through quantitative analysis, cross-country sharing, and best-in-class practices standardized regionally. Orchestrated reformation projects in sales force capabilities development, change management, process development, and implementation. Rose through ranks, delivering consistently in each position. Defined strategy and executed sales activities while driving continuous performance improvement in revenue, customer service, and account management.

- Expanded profitability capability; held \$33M P&L accountability, planning strategically across business development, marketing, business consulting, R&D, and execution of cost reduction measures, re-establishing positive financials.
Strengthened P&L for revenue generation and profit growth in Greater China, Southeast Asia, and India across regional business development, marketing, R&D, Help Desk services, and IT consulting.
Spearheaded explosive business growth of 20%, during a down market time in the pharma industry through innovative business remodeling, greater discipline, and hands-on leadership.

Star Tokyo | 1996 to 2003 ▪ San Diego, CA (HQ)

(NASDAQ:ACCL). Leading scientific software informatics platform and Services Company targeting Life Sciences and Chemical industry. Company Scope: \$95M sales, 400 employees, 15 branch offices.

President and Representative Director at Accelrys Tokyo (2000 to 2002)

Bottom-Line: Transformed sales organization into the #1 revenue-generators in Asia Pac, delivering 30% profit and 38% revenue growth within a 2-year period. Earned reputation as a 'fixer and builder' who creates explosive sales growth.

Recruited for comprehensive knowledge of the healthcare market and products with mandate to invigorate flat sales growth across Asian, Indian, and American markets. Identified and capitalized on market potential, establishing offshore sales offices and taking charge of marketing, sales strategy, communications, staff training, distribution, relationship building, new product launches, account management, and competitive market analysis. Earned several promotions throughout tenure to helm positions in need of a reboot.

- Energized regional and territory sales through strategic leadership, technical aptitude, and precise execution with direct contributions in market, industry, and account penetration, resulting in tremendous sales growth across Japan, Asia, India, and Korea.
Led, trained, and motivated senior, cross-functional teams of up to 30 staff members, inclusive of Account Managers, Territory Account Managers, Product Specialists, while overseeing distributors and multiple branch offices that consistently delivered against operating budget.

Table with 1 column: Global Business Growth. Rows: Japan: 27% Revenue Growth, Asia Pac: 200% Sales Acceleration, India: 700% Sales Yield, Korea: 350% Revenue Increase.

EDUCATION

Bachelor of Science in Microbiology and Molecular Genetics
University of California – Los Angeles, CA

This executive client is exploring international opportunities. Needed my help modernizing the resume and he would like to target positions more focused on Transformations in the Asian Market.

Notes: Names for companies and products were fictionalized to protect the client. The corporations are huge global entities and this speaks to his ability to take a company that is already doing well and driving more transformation for enduring success and dominance.