

INDIRA SINGH

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PHARMA SALES, MARKETING & MARKET ACCESS EXECUTIVE – STRATEGY & TRANSFORMATION

- ⇒ Extensive experience launching, optimizing, and marketing drug therapies and navigating reimbursement protocols. Exceeded performance expectations for several first-in-class therapies.
- ⇒ Repeated success crafting transformative long-range business plans, automating business processes, sourcing top commercial talent, and optimizing team performance. Turned around several sales teams by introducing accountability and performance metrics while translating strategy and initiating culture shift within organization.
- ⇒ Exceptional product, industry, and brand knowledge with expertise in urology, immunology, rare diseases, pain, rheumatology, gastroenterology, and dermatology.

AREAS OF EXPERTISE

- Product Commercialization
- Brand Launches & Re-launches
- Business Restructurings
- P&L Management & Accountability
- Strategic & Annual Business Planning
- Acquisition Integrations
- Partnerships & Licensing
- Promotional Regulatory Review
- Specialty Access & Reimbursement
- Contract Negotiation/Vendor Management
- Talent & Competency Frameworks

PROFESSIONAL EXPERIENCE

AXCAN PHARMA | Bridgewater, NJ

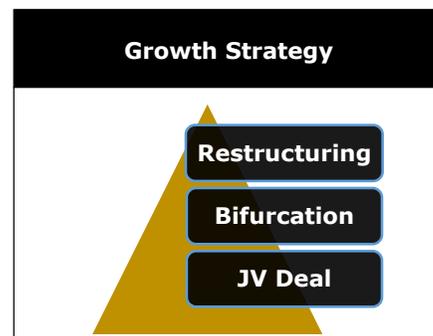
2016 – Present

Head of Commercial, Sales & Marketing

Recruited to lead enterprise marketing team; given responsibility for sales after 7 months and commercial after 12 months. Tasked with introducing operational rigor and expanding product portfolio to maximize profits and mitigate risk. Report directly to CEO; member of Executive Operating Committee. Revenues: \$1.2B+; Budget: \$400M; Staff: 784

➤ **Created the strategic plan that streamlined therapeutic value proposition and fueled portfolio diversification; gained \$125M in revenues and \$86M in operating profit margins, a 25% improvement.**

- ⇒ Restructured the entire commercial operation to improve alignment, promote simplification, better prioritize workflow, and optimize talent pool. New processes reduced commercialization cycle time by 73%, eliminated 78% of non-revenue producing marketing material, and trimmed marketing expenses by \$9.7M.
- ⇒ Developed bifurcation strategy to expand portfolio beyond opioids.
 - Closed joint venture deal with Roche Pharmaceuticals to commercialize non-opioid MOVANTIKV®; provided business rationale and secured funding. Deal is on track to exceed sales goals.
 - Built launch team and strategy in just 6 months. In just 10 weeks, created and rolled out training program to educate sales force on all products and improve brand stewardship.



COVANCE PHARMACEUTICALS INC. | Princeton, NJ

2011 – 2015

Vice President, Managed Markets, Reimbursement, Trade & Distribution | January 2015 – August 2015

Tapped to manage pricing, market access, reimbursement, trade, distribution, and customer service during acquisition of Rain Pharmaceuticals. Developed business plans to facilitate growth and optimize lean operating model. Revenues: \$1.6B; Budget: \$38M; Staff: 69 plus oversight for numerous consultants

➤ **Drove end-to-end market access, acquisition integration, and compliance strategy during period of significant company and industry change.**

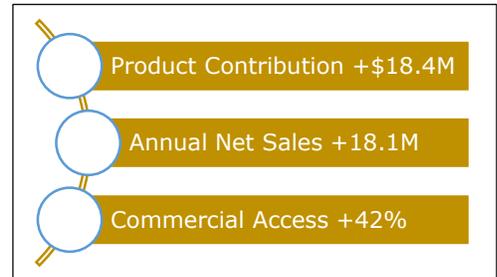
- ⇒ Achieved 122% of market access synergy targets associated with acquisition of Rain Pharmaceuticals by renegotiating fair market value for distribution service agreements and specialty pharmacy network.
- ⇒ Completely overhauled reimbursement access model to align Rain's business practices with Covance and achieve compliance underneath corporate integrity agreement with government. Built reimbursement support organization to meet goals of rapidly expanding specialty business.
- ⇒ Built business segmentation strategy and secured buy-in for restructuring and lean headcount plan to address projected \$1B 5-year loss. Plan was in implementation phase at time of departure.
- ⇒ Executed mid-cycle contracts with national payers to expand commercial access by 28%.

Vice President and General Manager, Urology Business Unit | 2013 – 2015

Oversaw 4 brands and 4 global alliance partners. Revenues: \$129M; Budget: \$77M; Staff: 397 FT and contract team

➤ **Dramatically restructured business; returned to profitability in 180 days, beating 18-month projection.**

- ⇒ Transformed commercial model and achieved triple-digit brand growth. Achieved 20% annual net sales growth and 1,000% positive product contribution for portfolio.
- ⇒ Trimmed operating budget by \$385M during 2 major restructurings done within 4 months. Reinvented selling model, recruiting, and sales training to suit lean operating model and improve employee engagement and retention.
- ⇒ Launched Androjel®; achieved REMS enrollments 96% to original plan and unique patient benefit investigations 97% to original plan. Created clear communications plan to navigate rapid 90-day decline in TRT market due to erroneous PR.
- ⇒ Orchestrated and successfully launched novel authorized generic. Earned 2013 *Best Marketer Award* for innovative Testim® Gel patient education.



Vice President, Marketing | 2011 – 2013

Oversaw strategic ideation and planning for 9 brands including commercial analytics, sales planning, market research, marketing services, trade, and rare disease sales force. Revenues: \$1.9B; Budget: \$125M; Staff: 99

➤ **Crafted inaugural portfolio growth strategy which included identification and commercialization of new flagship products, diversification of manufacturers, and development of integrated marketing excellence.**

- ⇒ Shifted marketing strategy to eliminate dependency on Lyrica® prior to loss of exclusivity. Sustained volume 81% higher than average retention of 5%.
- ⇒ Mitigated \$450M financial risk and ensured customer safety following manufacturing partner shut down by leading comprehensive patient-centric strategy and sourcing new manufacturing partners.
 - Grew Lyrica® volume double-digits despite 90-day supply disruption, an unprecedented industry achievement.
 - Launched Lyrica® 7 months ahead of schedule and became market leader.
 - Earned *Star Award* for successful leadership through supply disruption.
- ⇒ Completed 2 organizational restructurings, reducing headcount by 35% and Opex by 27%.



BARR PHARMACEUTICALS | Montvale, NJ

May 2010 – July 2011

Senior Director, Immunology Marketing

Created marketing infrastructure for newly-created business to unify stakeholders and support new product launches.

➤ **Architected 5-year strategic plan to grow immunology business and expand to rare disease sector.**

- ⇒ Launched Tofacitinib® and delivered \$67M in first 8 months on market. Navigated complex licensing agreement.

IONIS PHARMACEUTICALS | Carlsbad, CA

2002 – 2010

Product Director, Rheumatology Marketing | 2008 – 2010

Senior Regional Business Director | 2003 – 2008 / Senior Area Business Manager | 2002 – 2003

Consistently met or exceeded immunology sales goals (Rheumatology, Gastroenterology, Dermatology).

- ⇒ Launched Enbrel® and realized \$60M in sales in year one (159% of forecast).
- ⇒ Ranked #1 for growth against market and #2 for performance against sales goal for Cimzia® launch.

Additional experience: Progressed through several sales, scientific affairs, and sales director roles at Mayne Pharmaceuticals (1991 – 2002). Began sales career at Johnson & Johnson (1990 – 1991).

EDUCATION

B.S., Marketing, Occidental College, Los Angeles, CA, 1990

Indira reached out to me for help positioning her for her next executive pharma sales and marketing role. Her original resume had some strong sales metrics, but they weren't well organized and were getting lost in the blocky paragraphs she originally used to convey her story.

I used big picture umbrella statement for her most important roles to better frame her candidacy and give the reader a digestible sound byte of her success in each role on a quick read. Graphics and call-out boxes were used to draw attention to her stellar sales record and her ability to create the strategy necessary to reposition and market drug therapies.