

# JUDY SAMPLE

## SENIOR COMMERCIAL EXECUTIVE

Scottsdale, AZ | judys@outlook.com | 123-456-7890 | linkedin.com/in/judys

Senior commercial executive with over 25 years of diverse and highly impactful business leadership experiences across small and large international organizations spanning 3 regions of the world (US, EU and Asia Pacific).

Passionate about creating innovative strategy and executing flawlessly through visionary and authentic leadership, with multiple examples of successful commercial teams either built from scratch or re-engineered.

Product launches - Global marketing - Business Strategy - Cross-functional leadership  
Pharmaceutical Sales - Conversational French - 360 Communications - Business Acquisitions

## WORK EXPERIENCE

### X CONSULTING

2018 - Present

*X Consulting advises healthcare practices on financial, operational, and strategic challenges.*

President | Phoenix, AZ

06/2018 – present

Company President, reporting to CEO and Founder, responsible for all operations and shaping business strategy.

- Re-engineered senior leadership team and internal support processes to increase efficiencies and company profitability.
- Implemented business planning and performance-based compensation framework to drive consultant productivity.
- Delivered significant new business engagements (over \$500k in first 12 months).
- Renegotiated major long-term corporate client contract to secure \$2.4M annual business, further increasing profitability by over 10%.
- Integrated two recently acquired companies into X Consulting, implementing personnel and process changes to deliver a doubling of year over year revenue and net income in both new divisions within 18 months.
- Challenged outdated personnel policies to create and implement a flexible work environment that has been the cornerstone of our ability to navigate Covid-19.

### Q COMPANY

2002 - 2018

*Q Company is a pharmaceutical company primarily focused on four key therapeutic areas including medical aesthetics, eye care, central nervous system, and gastroenterology.*

Associate Vice President Business Practice Operations & Reimbursement | Irvine, CA

12/2013 – 03/2018

Valued member of senior leadership team, reporting to Franchise SVP. Responsible for annual \$30m headcount, marketing and vendor budget.

- Led the strategic design, implementation, and operational leadership of best-in-industry Provider Operations Solutions including National 60-strong customer-facing consultant team (Business Practice Specialists) and Provider Reimbursement Hub, transforming Q Company's customer engagement strategy and delivering exceptional ROI. This served as the catalyst for a major re-evaluation of team compensation, completed January 2017.
- Established self and team as executive leaderships' model of specialist execution, regularly called upon to provide guidance and best practices to other divisions.

- Outstanding collaborative partnership with all internal stakeholders, Sales and Marketing VP, Legal and Compliance executives.

#### Senior Marketing Director/Product Director | Irvine, CA

05/2007 – 12/2013

Reported to Franchise Head/VP, responsible for PRODUCT W Therapeutic Marketing Team and \$20m marketing budget.

- Co-led successful PRODUCT W launch for Chronic Migraine indication (exceeding launch expectations and remaining company's key growth drivers years later)
- Pioneered development and execution of innovative physician education and KOL strategy, which remains the cornerstone of platform today, with over 10,000 physicians trained and contributing to continued year on year double-digit product growth.
- Initiated competitive toxin strategy and development of targeted sales team resources, resulting in less than 10% share loss in 10-year period.
- Selected by the Company President for an intensive three-month assignment in 2012 back to EU to replicate US success in Chronic Migraine, reporting to EMEA President, the catalyst for renewed growth across 4 major EU markets.
- Played a key leadership role, working closely with General Counsel and Senior Commercial Leadership to refocus sales and marketing efforts under US Company Corporate Integrity Agreement.

#### Interim General Manager PRODUCT W | Q Company: South Korea

01/2007 – 04/2007

Reported to Asia Pacific President. Selected by President and CEO to re-build key distributor relationship with Q Company to positively impact business trajectory, transforming sales team approach through personally delivered training.

- Forged professional partnership with Distributor CEO despite cultural challenges and language barrier.
- Re-shaped critical Q Company marketing team to align with required skill sets and business priorities.
- Played a key role with Q Company Chief Compliance Officer in evaluating and eliminating existing business risk.

#### UK Country Manager PRODUCT W | Q Company PLC: EMEA, Marlow, UK

03/2002 – 12/2006

Reported to EMEA VP. Transformed UK franchise through innovative business approach and strong leadership across EU management team.

- Responsible for exceptionally strong and consistent P&L across entire UK PRODUCT W business (aesthetic and therapeutic 2002-2005) and aesthetic-only (2005-2006) driving UK market to #1 in EU every year under my leadership.
- Pioneered market-share winning account management strategy with UK team which was replicated across EU, resulting in significant market share gains through competitor account switches, working with Global Marketing Team and R&D to leverage new data with pharmacy customers (UK market share rose from 25% to 50% over 5 year period).
- Launched PRODUCT W Cosmetic, forging ground-breaking partnership with UK Department of Health around risk-management / responsible use of product in Aesthetic Clinics.

## EDUCATION

I P E C

Certified Professional Coach | Shrewsbury, NJ

S A M P L E U N I V E R S I T Y

Bachelor of Science in Marketing | England, UK