

LINDA SIMPSON

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SENIOR EXECUTIVE

GLOBAL SCOPE & STRATEGIC DIRECTION • FORTUNE 500 GROWTH ROADMAPS • CULTURE TRANSFORMATIONS

Multifaceted executive respected for driving culture changes that maximize revenue and client loyalty through transformative strategies, customized modernization roadmaps, and game-changing business solutions.

Visionary executive with career hallmarked by success transforming operational paradigms and driving significant growth, profitability, and operational efficiency across the globe for Fortune 500 pharmaceutical leader. Quick to identify untapped opportunities and reimagine business models to catalyze culture change at every organizational level that grows market share capture and guarantees sustainable growth.

History of producing immediate results upon entering highly competitive markets. Known for providing provocative business insights, re-evaluating current practices, stopping ineffective patterns, and advancing organizations outside their comfort zones to achieve unprecedented results. Admired for building, mentoring, and inspiring elite global teams across a wide range of professional disciplines. Fluent in French, English, and Arabic.

MEASURES OF SUCCESS

- *Repositioned ABC & CO in multiple countries to realize improved market share by pivoting business model and strategy, building world-class operational and marketing teams, paving the way for sustainable revenue and profitability.*
- *Formed cohesive teams and inspired shared vision of success to deliver unprecedented results. Won best launch uptake in 3 of 5 markets and orchestrated launch of 10+ new products.*
- *Elected and re-elected to competency-based Board of Innovative Medicine. Championed major advocacy initiatives, shaping complex Canadian healthcare environment and foster innovation.*

AREAS OF EXPERTISE

Revenue & Profit Maximization • Strategic Business Transformation • Team Leadership • Stakeholder Engagement
Content, Digital & Social Media Strategy • Integrated Marketing Management • Project Management
Market & Consumer Analysis • Partnership Development • Global Brand Management • Pharmaceutical Marketing

PROFESSIONAL EXPERIENCE

ABC & CO. | NEW YORK, NY | 2013 – 2020

VICE PRESIDENT

Selected to restructure operations and lead massive organizational transformation. Expand operational capacity, modernize processes and technology, and shapeshift entire business model, strategy, and roadmap for ABC after successful transformation of ABC Global – delivering unprecedented growth and capturing increased market share. Enabled standardization, productization and scale of solutions via a roadmap of key initiatives. Harmonized innovation and operational execution to seamlessly transition affiliate from outdated “retail” business model to customer-centric model within specialty segments in complex healthcare environment.

- **Cultivated strong organizational culture with emphasis on diversity and inclusion.** Drove productivity, scale, and reduced costs for disruptive, value-based innovations.
- **Skyrocketed female presence in leadership from 33% to all-time high of 66%.**
- **Coordinated massive physical relocation** as well as creation and implementation of tailored competency-based staffing / recruiting processes, programs, and policies.
- **Reversed years of negative growth trend** following multiple patent losses accounting for 45% of total portfolio weight by refocusing on investments and new product launches.
- **Diplomatically navigated political appearances and relationships** as face of the company and public relations spokesperson. Established and nurtured strategic partnerships and relationships with government officials and academic stakeholders.

ABC GLOBAL | PARIS, FRANCE | 2009 – 2013**VP OF MARKETING (2011 – 2013)**

Promoted to serve as right hand to General Manager and execute previously approved transformation roadmap to overhaul marketing model and processes across 3 business units with global reach as member of executive team. Drove aggressive growth and optimized marketing team and campaign performance by devising and ensuring flawless implementation of highly customized competency model and training program to align marketing teams with diverse expertise and skill sets. Built tremendous value for clients and ABC Global by transforming organizational focus and business model into a customer-centric business, earning recognition company wide as best practice with launch of new service value chain.

- **Sourced and attracted top talent**, dedicating time and resources to coach and mentor promising leaders. **Produced 5 top performers placed in key global marketing roles.**
- **Eclipsed revenue goals year over year** by engaging the entire affiliate and serving as the face of the company during new product rollouts. Orchestrated best-in-class launch for new diabetic formulary.
- **Ushered in digital era that accelerated marketing capabilities.** Pioneered digital transformation to execute integrated multichannel customer experience that relied heavily on newly improved digital capabilities.
 - Analyzed market data and pinpointed gaps in prior digital strategy. Gained consensus and buy-in across the organization with data-driven insights and fresh take on digital marketing.

REGIONAL DIRECTOR, CARDIOVASCULAR MARKETING (2009 – 2011)

Promoted to define, direct, and execute marketing strategies and roadmap for newly launched formulary. Empowered team to identify and capitalize on opportunities to be disruptive and innovative in highly competitive industry. Strengthened promotional and research resource pool as member of global Joint Steering Committee.

- **Co-chaired cross-functional governance committee of subject-matter experts.** Innovated and gained consensus for promotional strategies for the pharma portfolio and directed critical business transformation initiatives across Europe.
- **Realized 70% increase** in management KPI score as champion of professional development. Inspired team to pursue shared vision of success and drive company mission.
- **Designed and launched wildly successful Thought Leader Engagement Plan** to increase engagement at every level – embracing diversity of thought to add value and deliver fresh perspective into marketing strategy.
- **Eclipsed ambitious marketing goals – achieved 90% interest rate** in resources and clinical trials across Europe.

EARLY CAREER SUCCESS

ABC INC. | New York, NY | **DIRECTOR, ONCOLOGY BUSINESS UNIT** 2007 – 2009

- *Met challenge to shift corporate mindset and eliminate silos to boost collaboration and foster a workplace focused on transparency and accountability. Increased sales of mature product while launching wildly successful product across 3 indications, ultimately named best-in-class and best in US as leader of lung cancer first-line treatment within 2 years of launch.*

ABC INC. | Neuilly sur seine, France | **DIRECTOR, HOSPITAL NATIONAL SALES** 2006 – 2007

- *Honed leadership skills and marketing expertise with 7 years in emerging markets as key member of leadership team.*

EDUCATION AND CERTIFICATIONS

University of College – **Doctor of Pharmacy**
 University of College – **Master of Business Administration**
 University of College – **Bachelor of Business Administration**

Certifications: Diversity & Inclusion; Leading Change; Coaching

PROFESSIONAL AFFILIATIONS

Chair, Ethical Committee | Innovative Medicine
Member, Board of Directors | Innovative Medicine
Member | Advocating Growth Through Diversity