



Don Smith

314 S. Scotch Avenue
Wilton, NJ 07777

(888) 518-8888
dsmith@comcast.net

Objective

Senior Marketing Manager for a major Pharma or Biotech Company

Expertise

- Commercial development of pipeline products
- Optimizing the product portfolio
- Product life cycle management
- Cross functional team leadership

Industry Experience

Wyeth	<i>VP, Healthcare Marketing</i>	2001 - 2006
Genentech	<i>Director Healthcare Marketing</i>	1996 - 2001
McNeil Pharmaceutical	<i>Senior Market Research Analyst</i>	1990 - 1996
GlaxoSmithKline	<i>Marketing/Financial Analyst</i>	1986 – 1990

Key Results

- **Established division profitability** ahead of forecast by re-launching a key HIV product.
- Focused product positioning and marketing launch plans for several oncology products leading to **increasing sales 45% over 3 years to \$100M.**
- Created and implemented post-merger marketing strategy for \$100M hospital business by capitalizing on major changes in healthcare reimbursement **driving company's market share from fifth to first.**

Education

George Washington University BA

Wharton MBA

Pharma Targets

- Berlex Laboratories
- Bristol-Myers Squibb
- Hoffman-La Roche Inc
- Ortho-McNeilPharmaceutical
- Merck & Co, Inc
- Novartis Pharmaceutical Corp
- Organon Inc
- Pfizer Inc
- Sanofi-Aventis
- Schering-Plough Corp
- Janssen Pharmaceutica

Specialty and Biotech Targets

- Biovail Corp
- Celgene Corp
- Cytogen Corp
- Dov Pharmaceutical Inc.
- Enzon Inc
- Eisai Inc.
- Forest Labs Inc.
- Genta Inc.
- Imclone Systems, Inc.
- Ortho Biotech Inc
- Reliant Pharmaceutical
- Sankyo Pharm Inc
- The Medicines Company
- KOS

Industry Leaders and Experts

- This section would list industry leaders and industry experts you would like to meet. It can also include board members and key investors.