**IAN L. HEPBURN, MS**

4236 North Whipple · Chicago, IL 60618

IanHepburn@icloud.com - 312-623-8344 - https://www.linkedin.com/in/ianlhepburn/

**AWARD WINNING SPECIALTY PHARMACEUTICAL SALES PROFESSIONAL WITH EXPERTISE IN ACCOUNT MANAGEMENT**

# QUALIFICATION HIGHLIGHTS

* Over 20 years of successful pharmaceutical sales, account management, and business development experience.
* Award winning sales professional and leader with a proven track record of success in exceeding sales quotas.
* Expertise in account management and providing strategic guidance to providers on buy and bill products.
* Ability to strategically drive market share and maintain high performing and award-winning territories.
* Experience launching new products, improving patient access, and gaining access in challenging offices.
* Experience calling on a broad scope of physician specialists and pharmacies driving market share and revenue.
* Knowledgeable on a variety of therapeutic areas as well as formulary and reimbursement issues.
* Demonstrated success conducting market analysis with strong quantitative, analytical, and critical thinking abilities.
* Adept at leading cross-functional teams, collaboration with key stakeholders, and strategic planning.
* Successful in establishing, developing, and executing managed markets pull-through initiatives.
* Strong business acumen with exceptional leadership, communication, negotiation, and relationship building skills.
* Works well individually and collaboratively, to tactfully promote product portfolios and exceed sales quotas.
* Results-driven, strategic, motivated, accountable, disciplined, versatile, persuasive, and a creative problem solver.
* Consistent Performer in driving sales goals.

# KEY COMPETENCIES

|  |  |  |  |
| --- | --- | --- | --- |
| Pharmaceutical Sales  Account Management  Business Development  Marketing/Branding  Product Launch Strategy | Market Analysis  KOL Development  Managed Care  Pull-Through Messaging  Contract Negotiation | Buy and Bill Sales  Consultative Selling  Relationship Building  Total Office Call  Product Lifecycle Management | Institutional Sales  Anti-infectives  Immunologic Disorders  Pulmonary Disorders  Endocrine Disorders |

# EDUCATION

**Master of Science · Communication** · Northwestern University · Evanston, IL

**Bachelor of Science · Biology** · University of Illinois at Urbana Champaign · Champaign, IL

# PROFESSIONAL EXPERIENCE

**Exagen Inc.** (2020 – May 20, 2020)

**Key Account Manager**

* Promotion of Simponi Golimumab to Key Rheumatologists in the greater Chicago Area.
* Drive sales Simponi in the outpatient.
* Develop business goals, priorities, and action plans to drive sales growth.
* Participated in success training activities of new internal hires.

**Merck & Co., Inc.** · Kenilworth, NJ

***Executive Institutional Sales Representative*** *(2015 – 2020)*

* Manage a portfolio of antimicrobial resistant anti-infective products (Zerbaxa and Sivextro) promoting to

Hospitalists, Infectious Disease and Critical Care specialists, Pulmonologists, primary care providers, and surgeons.

* Drive sales growth in both inpatient and outpatient in the Chicago and Northshore Area.
* Call on health systems such as The University of Chicago and Advocate including Lutheran General, Amita Resurrection Medical Center, North Shore University Health System (Evanston, Skokie, Glenbrook, Highland Park).
* Develop business goals, priorities, and action plans aligning internal and external stakeholders to drive sales growth.
* Create efficient system specific strategies that include creative and effective ground level pull through tactics.
* Foster relationships with providers and office staff to understand physician’s approach and needs.
* Employ relationship based and consultative sales approach and conduct a total office call.
* Participated in successful product launch activities for Zerbaxa and Sivextro.
* Ability to promote Health Initiatives by communicating patient outcomes data while decreasing comorbidities.
* Familiar and have demonstrated success within the healthcare ecosystem.
* **Key Accomplishments:**
* **Won the Directors Award in recognition of sales achievements and leadership skills in 2018. Consistently within Top 20%**
  + **Ranked 2 and achieved 248% to goal for Zerbaxa sales YTD 2019.**
  + **Surpassed Zerbaxa sales goals in 9/11 hospital accounts with top achieving 844% of sales goal YTD 2019.**
  + **Increased Zerbaxa sales by 215% for the North Shore territory in 2018.**

**IAN L. HEPBURN, MS**

**Cubist Pharmaceuticals** · Lexington, MA

***Clinical Business Manager*** *(2012 – 2015)*

* Promoted an anti-infective portfolio including Cubicin (buy and bill), Dificid, Sivextro, and Zerbaxa.
* Focused account management efforts on Infectious Disease physicians and infection control practitioners.
* Called on providers in hospital systems and infusion centers throughout the Metropolitan Chicago region.
* Analyzed monthly metrics to identify opportunities for optimal market growth.
* Influenced decisions for favorable formulary placement working with P&T Committees and key decision makers.
* Conducted successful launch activities for Sivextro and Zerbaxa at Chicago Metropolitan Hospitals & Medical Center.
* **Key Accomplishments:** 
  + **Recognized with the MVP Award a peer voted award recognizing team leadership in 2012.**

**Biogen Idec** · Cambridge, MA *(now Biogen, Inc.)* ***Area Business Manager*** *(2008 – 2011)*

* Marketed a buy & bill Rituxan (rheumatoid arthritis) to targeted outpatient Rheumatologists in the Chicago region.
* Developed, fostered, and managed business relationships using high science selling and consultative approaches.
* Planned and executed the territory businesses plan with focus on pull through of brand messaging.
* Conducted workshops, teleconferences and conference calls to assist the Region in achieving sales goals.
* Developed, organized, and executed a Global Key Opinion Leader Advisory Board.
* Conducted global market opportunity assessments for product life cycle management and business development.
* Developed indication prioritization and sequencing for early stage programs during market manager rotation.
* Gathered market intelligence and determined implications of changing competitive landscape.
* **Key Accomplishments:** 
  + **Won the Sales Excellence Award the first year in the territory in 2008.**
  + **Ranked 12/64 nationally for Rituxan sales achievements in 2008.**
  + **Led the Midwest Region in sales achievement in 2009.**
  + **Represented the Midwest Region at the American College of Rheumatology Annual Meeting in 2009.**
  + **Selected by Senior Management to serve as Marketing Manager on a 6-month rotation in 2010.**
  + **Identified by Senior Management as a Management Development Candidate in 2011.**

**Merck & Co., Inc.** · Kenilworth, NJ

***Executive National Specialty Sales Representative*** *(2006 – 2008)*

* Promoted Januvia (anti-diabetic) to Internists in both inpatient and outpatient settings in the Chicago territory.
* Employed relationship based and consultative sales approach understanding physicians’ approach and needs.
* Cultivated relationships with Key Opinion Leaders, thought leaders, and speakers throughout the territory.
* Collaborated with counterparts to develop weekly routing schedule, annual business plans, and impact goals.
* Participated in successful product launch activities for Januvia and established groundwork for formulary approvals.
* **Key Accomplishments:** 
  + **Achieved favorable formulary status for Januvia with City of Chicago Health System.**
  + **Promoted to Executive Specialty Representative for Superior Performance and Peer Recognition.**

**PRIOR PHARMACEUTICAL SALES EXPERIENCE:**

**Merck & Co., Inc.** · Kenilworth, NJ · ***Senior Market Event Specialist*** *(2004 – 2006)*

**Merck & Co., Inc.** · Kenilworth, NJ · ***Senior Arthritis Specialist*** *(2001 – 2004)*

**Hoffman La-Roche Laboratories** · Basel, Switzerland · ***Medical Center Representative*** *(1999 – 2001)*

**Hoffman La-Roche Laboratories** · Basel, Switzerland · ***Hospital/Territory Sales Representative*** *(1997 – 1999)*