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**Executive Leadership | Strategic Business Transformation | Omni Channel & Digital | Marketing**

**Insights & Analytics | Commercial Excellence | Capability Build | Engaged, High Performing Teams**

**EXECUTIVE SUMMARY**

* An action oriented and insight driven executive across **strategy, commercial excellence, insights & advanced analytics, data, marketing and omni channel**
* Successful record over 20+ years in **shaping the future** throughdelivery of **business model innovations**, **market leading brand positioning, commercial excellence**and**operating model / performance transformations**
* Foster **followship, develop talent,**and deliver**business results**through **visible and authentic leadership, mentoring and coaching**
* **Strong internal and external stakeholder engagement**ensures consistent delivery of **innovative solutions** across multiple functions that yield **topline growth and profitability**
* Success operating across many **industries, companies**and therapeutic areas in the**pharmaceutical industry**

**RECENT KEY ACHIEVEMENTS**

* Led and drove **two major strategy development and change programs to deliver business model transformation** generating **significant opex reductions** while ensuring protection of investment in priority products and exceeded revenue ambitions. Transformation resulted in **highest ever contribution margin** for the affiliate
* **Stood up a new Business Unit** which delivered against all major goals in first 12 months, while establishing a new, cohesive team; drove **affiliate leading engagement and belonging** scores
* Established **omni channel marketing and customer engagement capabilities** delivering>$2.5m p.a. **opex savings** and **FTE efficiencies** relating to the withdrawal of commercial field support from legacy brands, and **extended reach by 30%** to >7000 HCP’s without the need for additional FTE
* **Eliminated >$1.3m p.a. consultant spend** via in house **advanced analytics & strategic planning** capability

Transformed performance of 3+ brands in long term decline via insight driven strategies to deliver **market growth & market share “trend breaks”**

**CAREER HISTORY & ACHIEVEMENTS**

#### Amgen Australia Dec 2020 – Current

**Director, Centre of Excellence**

**Key accountabilities**

* Business Unit and team leadership of 21 people across 7 different functions including Digital / Omni Channel Marketing, Business Analytics & Insights, Advanced Analytics, Customer Engagement (SFE) Excellence, Program Management Office, Compliance, Patient Innovation Centre
* Member of ANZ Country Management Team responsible for developing and driving strategy and culture of performance and compliance
* Affiliate lead for strategy development, horizon scanning, project prioritisation, LRS and budget forecasts and key initiative tracking
* Omni channel / digital marketing lead responsible for establishment and transformation of customer engagement approach across the affiliate

**Achievements**

* CMT co-lead of Operating Model transformation resulting in re-designed and re-defined organisation structure based on lifecycle archetypes, with increased focus on digital support allowing the affiliate to “do less better”, saving >$1m in consulting fees and delivering highest ever contribution margin
* Created and established new Business Unit, developing a cohesive, high performing team across multiple functions with affiliate leading belonging and engagement scores within 18 months of launch
* Executed global leading omni channel campaigns across face to face, digital and other channels via establishment of omni channel team and digital marketing capability, delivering above industry average customer engagement KPI’s, with significant cost efficiencies
* Implemented on-going data integration, leading and lagging KPI’s and establishment of innovative omni channel performance reporting across dashboards and other mechanisms, driving continuous improvement culture
* Coached BAI / Customer Engagement / Digital Marketing teams on new competencies resulting in advanced levels of insight, business partnering and delivery of initiatives across the business

#### Identified and implemented process automation and improvements in Compliance Hub, Patient Innovation Centre, Sales Incentive Plans and market research resulting in no findings across 2 major internal audits in 2022

#### Amgen Australia Jan 2020 – Nov 2020

**Marketing Manager – Haematology / Oncology**

Responsible for development and execution of innovative cross portfolio and individual brand strategies for HaemOnc brands covering multiple life cycle stages, leadership, coaching and development of team of 4 Marketing Managers and 2 Co-ordinators

**Achievements**

Delivered sales performance in excess of budget during unprecedented period of COVID related lock downs and low / no access to customers

Established cohesive team and high performing culture in a virtual environment

#### Amgen Australia Jan 2016 – Dec 2019

**Head of Business Analytics and Insights**

**Key accountabilities**

* Responsible for a team of 4 Business Analytics Managers and 3 Data & Reporting Excellence Managers, changing focus from data extraction to value adding business partners and insight generators
* Management of annual sales budget, Long Range Scenario (LRS) planning and quarterly rolling forecast updates, ensuring high levels of forecast accuracy, while balancing overall affiliate sales targets. Key point of liaison between marketing, finance and supply chain teams
* In partnership with General Manager, creation of Affiliate narrative for Budget, LRS, regional business reviews and quarterly performance review presentations to region
* Implement analytics and forecasting best practices focusing on process efficiencies, forecast accuracy, and uptake of new forecasting methods and tools
* Business partner with senior executives across all functions to strategically review and analyse performance, conduct ad hoc performance deep dives and opportunity analysis, and lead numerous strategic projects
* Owner of local market research process including panel appointment, and working with marketing teams and research agencies to ensure high quality outputs that address specific gaps in knowledge

**Achievements**

In conjunction with McKinsey and affiliate General Manager, led and drove implementation of an innovative performance governance framework

* Transformed monthly management reporting ensuring analytics are "fit for purpose" and provide senior management with key metrics and insights required to successfully manage their business

Local business lead for implementation of Global Data & Analytics (DnA) datalake and development of customised dashboard reporting across sales and marketing functions

Local business lead for implementation of Integrated Business Planning

#### Janssen ANZ Jan 2014 – Dec 2015

**Senior Business Excellence Manager**

Business model transformation project – strategy design and implementation (24 month programme)

**Key accountabilities**

Lead and drive a major change programme across Janssen ANZ. The reasons behind my appointment included: my seniority across the overall Janssen business, my cross functional background – strategy and commercial, and my execution track record

Partner with McKinsey strategy and implementation consultants during strategy development and implementation planning phases

3 senior line reports responsible for implementing change programme

**Achievements**

Developed an innovative, leading edge, 7-year strategy and change programme

Played a leading role in the establishment of the Janssen Project Management Office (PMO)

Initiatives implemented in ANZ have subsequently been adopted elsewhere in the AsiaPac region

To date, saved over $1m in consultant fees and looking to generate in excess of $200m incremental sales over project horizon

#### Janssen (NZ) Feb 2012 – Dec 2013

**Sales and Marketing Manager – Neuroscience and Lifecycle Management**

**Key accountabilities**

* Senior manager responsible for the neuroscience portfolio, generating annual sales in excess of $NZD20m. 3 actively promoted products, and ~15 products in lifecycle management (off patent); responsible for 7 sales people, 1 Sales Manager, 3 Brand Managers, 1 Administration Assistant. Indirect responsibility for Clinical Nurse Educator and Health Services Liaison
* Member of senior management team in NZ and representative on ANZ sales and marketing councils – comprising senior leaders across Janssen

**Achievements**

Transformed dysfunctional sales and marketing teams into a high performing, cohesive group

Focus on sales force effectiveness (SFE) competencies resulted in significant improvement in sales metrics such as call quality and reach and frequency targets

Led the development and implementation of an innovative advertising and promotion campaign (e.g., direct to consumer, digital, and TVC) which contributed to halting the long-term decline of a key brand

Strong focus on coaching and development of team members resulted in internal promotions

Achieved successful reimbursement of a new schizophrenia medication through PHARMAC

Managed brand planning and budgeting/forecasting process for entire NZ business

Janssen representative on the Medicines New Zealand Code review working group

**PRIOR ROLES**

#### Janssen ANZ – Commercial Business Information Manager

AstraZeneca New Zealand – Senior Brand Manager – Respiratory

AstraZeneca New Zealand - Strategic Planning and Business Development Manager

Westpac New Zealand – Manager Strategy

Lion Nathan – Strategic Planning Manager

Air New Zealand - Analyst – Domestic Airline Group

**QUALIFICATIONS AND PROFESSIONAL DEVELOPMENT**

Bachelor of Commerce (First Class Honours) in Accounting and Finance

Certified Project Manager and Subject Matter Expert – J&J Project Management

Satmetrix Net Promoter Score certified associate

New Zealand Market Research Industry Research Effectiveness award

INSEAD (Singapore) Management Programme

**PERSONAL ACHIEVEMENTS**

Completed 5 marathons with a PB of 3:00:06

Member New Zealand Triathlon team to World Championships in 2000 and 2003

Qualified level 1 Triathlon New Zealand coach