**Brian Krasner**

High Wycombe, UK • bnkrasner@gmail.com

www.linkedin.com/in/brian-krasner • +44 (0) 7979 686105

**Professional Profile**

*15+ years success in operational leadership, business transformation, customer service, and supply chain management within pharmaceutical and medical sectors.*

Resourceful professional with extensive experience advising global healthcare corporations on strategic planning and execution, driving turnaround initiatives, and directing change management programmes / projects to achieve and surpass organisational objectives. Proven success advancing through various roles to deliver simplification and desired business outcomes through continuous improvement strategies with an emphasis on patient, customer, and employee. Skilled in leading and championing cross-functional teams to develop strategies for multi-million-dollar businesses initiatives and aligning people / department with corporate mission, creating long-term shareholder value. Well-versed in specifying areas of improvement, and delivering cultural, behavioural, and process changes to enable transformation at scale and pace. Expert in cultivating partnerships and building consensus at all levels, from Board and C-suite to frontline employees.

**Core Competencies:**

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| * + Strategic Business Planning & Execution   + Organisational Transformation Consultancy   + Programme & Project Management   + Cost Control / Optimal Resource Allocation   + Stakeholder, Board, and C-suite Engagement | * + Operational Analysis & Simplification   + System Implementation & Improvement   + Cross-functional Team Leadership   + Crisis Management / P&L Accountability   + Customer / Patient Experience Management |

**Professional Experience**

RED GARD CONSULTING

**Customer Service & Supply Chain Management Consultant**, 2017 – Present

Directed global programme of commercial contracts redesign and Salesforce and SpringCM contract management systems implementation. Oversaw review and transformation of commercial and supply chain operations for Latin American pharmaceutical company, focusing on nuclear, regulatory and business compliance, operational simplification, and ERP deployment. Reviewed and executed optimised supply chain for global distributor markets.

***Key Achievements:***

* Achieved 8% points gain of operating margin by executing improved supply chain for over 70 global distributor markets, focussing on customer-centric solutions and contractual agreement enhancements.
* Planned and executed multiple transformational projects across diverse geographies and functions, covering supply chain, commercial, customer service, finance, and regulatory.
* Reinstated Latin American company into a safe, compliant, and efficient operation by developing and implementing robust procedures and ensuring inclusive management.

GE HEALTHCARE

**Customer Service & Supply Chain ERP Project Leader (Life Sciences)**, 2013 – 2016

Spearheaded project management of $100M GxP validated SAP ERP implementation across 23 countries with connected e-commerce platform and associated business transformational activity.

***Key Achievements:***

* Generated $25M incremental sales and improved client experience for online ordering 24x7, while driving $3.5M savings by deploying customer-facing e-commerce platform (B2B & B2C) in 50 countries.
* Achieved $43M cost savings over five years across IT, finance, and supply chain by retiring eight unsupported legacy systems.

**Global Supply Chain Operations Leader (Life Sciences)**, 2009 – 2013

Developed and directed highly-effective customer-facing operations, including customer service, logistics, demand planning, and business operations with direct responsibility for $2B sales and full P&L accountability. Achieved year-over-year productivity targets, whilst accomplishing OTIF indicators in excess of 99%.

***Key Achievements:***

* Achieved 6% annualised savings by streamlining internal and external 3PL warehouse operations and logistics distribution channels.
* Accelerated significant incremental sales growth and reduced operational costs by $1M by formulating e-commerce strategy to revolutionise customer ordering and contact.

**Global Customer Services Leader (Life Sciences)**, 2008 – 2009

Led the design and implementation of a new pharmaceutical company in Brazil, with direct responsibility for recruitment, facilities, and operations.

***Key Achievements:***

* Successfully established a dedicated global B2B Customer Service operation; created a simplified business unit with reduced operating costs (5-points) and increased customer satisfaction results.
* Harmonised North America and Asia operations and achieved improvement in base costs (8-points).

**European Customer Services Leader (Life Sciences)**, 2004 – 2008

Operationally integrated Amersham Health Customer Service into the General Electric company. Rationalised European Customer Service network from 15 to 6 operational centres, without affecting customer satisfaction and service reliability.

***Key Achievement:***

* Reduced operational costs and headcount by 20% by driving simplification initiatives.

*Additional experience as* ***Regional Service Manager****,* ***Strategic Marketing Manager****,* ***European Product Manager****,* ***Sales and Marketing Product Specialist****,* ***MR Spectroscopy Regional Support Engineer****, and* ***Advanced Development MR Physicist****.*

**Education**

**BSc Hons Physics, 2.1 |** Manchester University, UK, 1986

**Tools & Technical Proficiency**

6 Sigma Green Belt | Salesforce **|** SpringCM **|** SAP **|** Microsoft Office Suite (Word, Excel, PowerPoint)