**Brian** **Krasner**

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**Profile**

A highly-experienced business leader with a proven track record of business transformation & integration, strategy development & operational simplification within global healthcare corporations & independent consultancy. Extensive experience partnering with Board & C-suite. Breadth of experience encompasses pharmaceutical, medical device & medical systems sectors. Accomplished record of bringing diverse teams together to achieve common goals, with a strong focus on performance, speed & execution. Passionate about ensuring that teams & individuals maximise their potential, with a dedication to drive improvements & outcomes for patients. Thrives in a fast paced environment with aptitude to innovate change & create momentum across an organisation. Experienced in crisis management.

**Career**

**Red Gard Consulting 2017 - Present**

Customer Service & Supply Chain Management Consultant 2017 – Present

* Delivered diverse transformational projects across multiple geographies & functions spanning Supply Chain, Commercial, Customer Service, Finance & Regulatory. Emphasis on driving internal efficiency, whilst maintaining a strong customer & patient focus throughout.
* Led the review & subsequent transformation of Commercial & Supply Chain operations for Mexican pharmaceutical company – main focus areas: nuclear, regulatory & business compliance; operational simplification; ERP implementation.
* Business & project leader for global programme delivering redesigned commercial contracts & implementation of Salesforce & SpringCM Contract Management Systems.
* Drove review & execution of optimised supply chain for 70+ global distributor markets focussing on alternative customer-centric solutions & contractual agreement enhancements. Resulting in 8 percentage points gain of operating margin.

**GE Healthcare 1990** - **2016**

Customer Service & Supply Chain ERP Track Leader (Life Sciences) 2013 – 2016

* Led the deployment of GxP validated SAP ecosystem across 23 countries with associated business transformational activity. Largest IT investment project within GE Healthcare, delivered on time, on budget & with zero customer & patient impact.
* Retired 8 unsupported legacy systems, resulting in $43M cost savings over 5 years across IT, Finance & Supply Chain.
* Implemented customer facing e-commerce platform (B2B & B2C) in 50 countries, driving 3.5MM$ savings, 25MM$ incremental sales in 5 years & enhancing the customer experience through the ability to order online 24x7.

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

* Established & led an innovative & high-performing customer facing operation, encompassing Customer Service, Logistics, Demand Planning & Business Operations, with direct responsibility for 2B$ sales revenue.
* Achieved year on year double digit productivity targets, whilst accomplishing OTIF indicators in excess of 99%.
* Rationalised in-house and 3PL warehouse operations & streamlined distribution channels, resulting in 6% annualised savings.
* Developed a strategy for a customer facing web portal to revolutionise customer ordering & contact – an enabler for 1M$ reduction in operational costs & incremental sales growth.

Global Customer Services Leader (Life Sciences) 2008 – 2009

* Led the implementation of a pharmaceutical Supply Chain operation in Brazil for a new direct selling entity.
* Harmonized North America & Asia operations, achieving 8-point improvement in base costs.
* Established a dedicated B2B Customer Service operation, achieving a simplified operating unit, with reduced operating costs (5-points) and increased customer satisfaction results.

European Customer Services Leader (Life Sciences) 2004 – 2008

* Post-acquisition, operationally integrated Amersham Health Customer Service into the General Electric company.
* Rationalised European Customer Service network from 15 to 6 operational centres.
* Drove simplification initiatives that reduced operational costs & headcount by 20%.

Regional Service Manager (GE Medical Systems, Medical Devices, UK) 2003 – 2004

* Restructured service organisation to reflect changing market dynamics & customer demographics.
* Relocated headquarter & operations to new UK facility.

Strategic Marketing Manager (GE Medical Systems IT, Europe) 2002 – 2003

* Created new service offerings to support growth of mid & high end PACS solutions across EMEA.

Applicare (Centricity) PACS Product Manager (GE Medical Systems IT, France) 2000 – 2002

* Following acquisition of Applicare Medical Imaging, developed marketing & product strategy to launch low cost PACS & teleradiology solutions across EMEA.

Sales & Marketing Product Specialist (GE Medical Systems IT, UK) 1995 – 2000

* Commercial support to Medical Systems IT sales force, focussed on network & teleradiology design solutions.

MR Spectroscopy Regional Support Engineer (GE Medical Systems, UK) 1990 – 1995

* Technical & research support to hospital & industrial customers in the use of whole body & small-bore MR Spectroscopy systems.

**Picker International Ltd 1986 – 1990**

Advanced Development Physicist, MR Engineering

* Research & development scientist, specialising in MRI sequence development & spectroscopy analytical techniques.

**Education**

BSc 2.1 Hons Physics, Manchester University, UK **1983 - 1986**