

555.555.5555
Annapolis, MD

DANIEL PERLINO, MBA

danperlino@gmail.com
linkedin.com/danperlino

MARKETING EXECUTIVE | BIOPHARMACEUTICALS

Known for a winning record of accomplishments by consistently applying a “good to great” mantra across the board. Confident, win-win problem solver who walks the talk. Participative management style drives ideas from *me* to *we* with resounding success. Brand champion with marketing and sales lenses. Recent accomplishments in both new product launch / lifecycle planning.

Product launches • Brand Strategy • Sales Management • Managed Care Marketing
Cardiovascular • CNS • Dermatology • Endocrinology • GI • HIV • Infectious Disease • Oncology • Respiratory
Matrix Empowerment • Situational Leadership • KOL Diplomacy

CAREER NARRATIVE

SENIOR DIRECTOR, STRATEGIC BRAND MANAGEMENT Pharmascope, Inc. • 2009 to Present

Recruited to immediately organize, develop, and launch two brands within a 12-month period. Promptly developed the positioning and messaging platform for back-to-back launches of two GI brands, SENALTA and AKRINEN. Leveraged launch planning capabilities to develop awareness campaign for a new drug development facility in France. Successfully integrated a new agency of record. Four direct reports.

- Accelerated the launch planning process for two back-to-back IBD brands.
- Captured launch goals for SENALTA by capturing 9% share of the once-daily market segment within 6 months.
- Exceeded expectations of early adoption with 15% of GI's prescribing SENALTA within 90 days.
- Designed and implemented the first web-based interactive patient compliance program for Pharmascope.
- Reinvigorated relationships with the Sales Force, gained trust and partnership to propel global launches and presence.

“I know I speak for our entire team when I say how impressed I am...This has been the most seamless and energizing launch in terms of available resources plus clarity of value proposition coming out of the gates that I have ever seen in 19 years of pharma experience.” Executive VP's comments, day after SENALTA launch.

EXECUTIVE DIRECTOR, ALLIANCE MANAGEMENT ClinVar Group, a division of Biovast • 2004 to 2009

Recruited to govern a portfolio of commercial alliances that represented a market value of approximately \$150M. Provided commercial direction for NDA submissions, assisted with commercial due diligence, and partnered with each alliance CEO to maximize the launch of their respective brands.

- Governed team charters for the launch of two brands: TROVOX — CCJ Labs / QUIMOL — Geneu Labs.
- Collaborated with R&D and project management for Phase III clinical trial for the alliance with TANDOL.
- Improved alliance ROI 23% by developing and implementing an Alliance Management Training Guide.
- Co-authored white paper on the value of alliance management and due diligence as an emerging capability.

SENIOR DIRECTOR, PHARMACEUTICAL ALLIANCES & MANAGED CARE MARKETING SciMatrix, Inc • 2002 to 2004

Manufacturer of the HXG IDPROFILE Infectious Disease risk diagnostic.

Recruited to direct the commercial strategy for contracting, and account management with Managed Care Organizations (MCO). In addition, directed late-phase clinical research alliances with Clinso, FKL, and Tanio, Inc.

- Accelerated a contract strategy that increased revenue by \$5.4M, or 19% of total income within 6 months.
- Developed a new tactical plan targeting MCO Medical Directors that increased sales by 21% in 6 months.
- Employed, ‘hire tough, manager easy’ motto to hire, train, and coach four *star performing* Account Managers.