SAMI BARGHSHOON

sami.barghshoon@gmail.com
(617) 335-7630
http://www.samilytics.com

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My passion is taking data to get information about customers and markets, and then creatively using this information to build strong brands and grow the business.

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PROFESSIONAL EXPERIENCE

Sr Global Product Manager (Mar 2015 - Jan 2016)   Thermo Fisher Scientific – Fair Lawn, NJ

Led a cross-functional team managing product development, packaging, advertising and brand management for $90M business unit. Held full P&L responsibility for chemical and biological reagents brand business – analyzed market, optimized product mix and pricing, and designed promotional strategies.

- Increased sales 10% in key accounts through pre-approved discounts for sales team
- Reduced product complaints 15% by implementing lot control measures and QC process
- Prepared sales forecasts based on historical data analyses and projected 5% growth for 2016

Sales Account Manager (Feb 2013 - Feb 2015)   Sigma Aldrich - Natick, MA

Optimized performance of pharmaceutical accounts, identifying opportunities in both research and development as well as drug manufacturing. Built strong client relationships by translating belief in products into solutions for client success. Re-enforced Sigma as a solution provider across multiple research areas and not just a chemical provider.

- Increased genomic and cell biology sales 15% for Merck's oncology research
- Generated 12% of new sales at Sanofi for drug manufacturing processes
- Attempted to restructure Pfizer pricing agreement while working within their vendor structures

Global Product Manager (Jan 2011 - Feb 2013)   Sigma Aldrich - Natick, MA

Led a cross-functional team managing product development and commercialization of $80M small molecule business unit. Revitalized Sigma's position as a leading provider of patented drugs for scientific research.

- Increased approved therapeutics sales 18% through targeted email campaign
- Captured new accounts through data mining that contributed 12% to global sales
- Reduced QC process times 9% by ensuring all vendor documentation supplied with compounds

Global Product Manager (Dec 2008 - Nov 2009)   Merck Millipore - Billerica, MA

Promoted to manage $5M immunodetection business unit with direct accountability for performance, budget, and strategic planning. Met high rate production and financial targets during periods of tremendous transition.

- Spearheaded agreement with imaging company to be exclusive supplier of membrane
- Analyzed salesforce.com data and identified new business for sales team
- Initiated sales campaign for product demonstrations to revitalize sales of filtration device

Market Manager – Strategy & Analytics (Oct 2006 - Dec 2008)   Merck Millipore - Billerica, MA

Provided senior level managers with market and trend analysis for drug discovery and development, stem cell research, antibody, and immunodetection business units. Conducted primary and secondary market research. Evaluated advertising effectiveness, product positioning, and brand performance.

- Identified new kit formats for immunoassay tests that grew business 18%
- Prepared financial assessments to determine whether or not to acquire cytometry company
- Determined channel strategy the cause of decreased sales in filtration device

PROFESSIONAL EXPERIENCE – continued

Earlier Career

Millward Brown – Market Research Executive, Los Angeles, CA (2005 – 2006)
California Institute of Technology – Research Assistant, Pasadena, CA (2000 - 2002)
The Artisan's Bread – Owner, Calgary, Canada (1997 – 1999)
Foothills Municipal Hospital – Nursing Assistant, Calgary, Canada (1994 – 1997)

EDUCATIONAL EXPERIENCE

Web Development – Data Visualization (2016)	Lighthouse Labs – Ontario
MBA – Science & Technology Marketing (2005)	University of Calgary – Alberta
BSc – Cellular, Molecular, Microbial Biology (1992)	University of Calgary – Alberta
Nursing Diploma (1988)	Ottawa Civic Hospital – Ontario

SKILLS OVERVIEW

BRAND BUILDING – INTEGRATED MARKETING – MARKETING RESEARCH – DATA ANALYTICS
JAVASCRIPT – NODE – HTML – CSS – RUBY – SQL – CLOUD SERVER DEVELOPMENT