

SAMI BARGHSHOON

617-335-7630 ■ sami.barghshoon@gmail.com

SALES & MARKETING MANAGEMENT

**Driving expansive, profitable growth in cutting-edge biotechnology markets.
Prior success in launching, building, and growing product lines via innovative strategies.**

Areas of expertise include:

- Integrated Marketing Strategies
- Strategic Promotional Campaigns
- New Product Development
- Product Commercialization
- Portfolio Management
- Team Building & Leadership
- Brand Management
- Consumer Needs/Insights
- Sales Targets & Forecasts

PROFESSIONAL EXPERIENCE

INSIGHTER, Fair Lawn, NJ

1/2016 – Present

Marketing Consultant

Partnered with clients to uncover insights by evaluating metric dashboards and recommending product directions. Accelerate clients' growth by applying data analysis to marketing and sales efforts.

Impact: Defined strategic roadmap to expand customer reach, accelerate revenue growth, and optimize processes.

- Conducted market research to support design, technical and development teams in defining strategies and products
- Worked with stakeholders to balance new business opportunities with the need for regulatory compliance when implementing customer solutions
- Developed with business analysts requirements for writing, prioritization, measuring success metrics, and communication processes

THERMO FISHER SCIENTIFIC, Fair Lawn, NJ

3/2015 – 1/2016

Sr Global Product Manager

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

Impact: Introduced lot control measures, decreased product complaints, reduced regulatory delays and developed pricing tool to increase sales.

- Worked with IT and Operations to develop inventory management system using SAP to improve service levels to customers and reduce complaints by 25%
- Created structured processes between procurement and regulatory to improve cross-functional relationships and communication
- Drove 10% sales increase on key top-selling products by successfully advocating for price changes to enhance competitive positioning

SIGMA ALDRICH, Natick, MA

1/2011 – 2/2015

Sales Account Manager (2/2013 – 2/2015)

Optimized performance of pharmaceutical accounts, identifying opportunities in research and development as well as drug manufacturing. Built strong client relationships by translating belief in products into solutions for client success.

Impact: Emphasized Sigma Aldrich as a solutions provider across the drug development to manufacturing cycle in the biologics and small molecule arena.

- Increased genomic cell biology product sales 15% at Merck for oncology research through customized cell line development and genetic editing tools
- Generated 12% new sales at Sanofi for drug production of Multiple Sclerosis therapeutic by providing cGMP compliant raw materials
- Restructured pricing agreement with Pfizer and increased overall spend by 9% through consolidation across multiple sites

Global Product Manager (1/2011 – 2/2013)

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

Impact: Revitalized product portfolio through licensing agreements that made therapeutic agents from Pfizer, GSK, BMS, Merck and others available to research communities.

- Worked with Sigma legal team to develop licensing agreements where biopharmas provided therapeutic agents that generated 30% new sales revenues
- Managed a team of Technical Specialists to identify and evaluate new small molecules for potential commercialization in therapeutic areas
- Supported sales team through regular visits with customers and provided on-site seminars to review Sigma's portfolio across the drug discovery and manufacturing process

MILLIPORE CORPORATION, Danvers, MA

10/2006 – 11/2009

Global Product Manager (12/2008 – 11/2009)

Promoted to support global sales team by equipping them with solid sales leads and new product education. Personally interfaced with customers in academia, biopharma, and government with strong emphasis on innovative solutions and end user satisfaction. Charged with managing protein detection portfolio and driving marketing initiatives for new product launches. Oversaw performance of +6-member R&D teams.

Impact: Became strategic partner by blending biotech background with marketing expertise to champion all sales team's needs.

- Grew revenues for protein detection portfolio 15% in first year by formulating marketing plan for successful launch of protein detection device
- Restored double-digit sales growth to stagnant product and reduced complaints from 30% to 10% by discovering quick easy fix to QC problems associated with membrane production
- Helped directors define their communications needs for integrated marketing plans by devising Creative Marketing Brief which was adopted throughout organization

Market Manager – Business Analytics & Insights (10/2006 – 12/2008)

Obtained clearer understanding of customer needs/industry trends by designing, conducting, and analyzing market research studies for all business units. Oversaw agencies/consultants, conducting primary market research studies, focus groups, and surveys. Developed new products, working jointly with R&D, engineers, and academic researchers.

Impact: Helped determine which products had merit and supported profitable business cases.

- Contributed to 18% sales growth of immunoassay kits by supporting market research and plan development
- Helped boost revenues 20% for stem cell products by bolstering marketing plan development
- Devised method for prioritizing importance of Market Research Projects by creating template to initiate research studies that was adopted by directors company-wide

MILLWARD BROWN, Los Angeles, CA

8/2005 – 8/2006

Market Research Executive

Spearheaded primary and secondary market research activities in advertising effectiveness, marketing evaluation, media assessment and brand equity/performance. In charge of developing questionnaires, conducting interviews and focus groups, and analyzing data. Teamed with media planners to ensure proper data capture and ad agencies (DDB, Abelson Taylor, and Dailey) to evaluate marketing campaigns.

Impact: Advanced clients' brands/services by equipping them with a better understanding of consumer demand via full qualitative and quantitative research studies.

- Condensed overwhelming 30- to 50-slide presentations into significantly smaller, easily readable, and digestible reports that were well-received by clients
- Provided sound recommendations for marketing campaigns for key clients, including *Amgen*, *Allergan*, and *Lifescan*

UNIVERSITY OF CALGARY, Calgary, Canada

5/2004 – 6/2005

Marketing Research Associate

Studied consumer attitudes towards genetic technologies used in food and medicine production. Selected all participants for focus groups and facilitated group activities. Developed regression model by scrutinizing data and pinpointing key drivers.

- Designed and conducted market research studies that accurately appraised consumers' perception of food and medicine developed through genetic technologies.
- Advanced understanding of marketing impact on mindset of consumers and adoption of biotechnology.

CALIFORNIA INSTITUTE OF TECHNOLOGY, Pasadena, CA

6/2000 – 7/2002

Research Assistant

Helped explain tremors associated with Parkinson's disease and dyskinesias by studying interaction between dopamine and RGS9. Played a role in better understanding underlying mechanisms of Parkinson's disease.

- Analyzed expression and impact of G beta 5 on function of RGS G-gamma subunit domain to clarify role of interaction in modulating G protein signaling.
- Assessed level of neuronal synapse formation in wild type and knock-in mice by measuring and calibrating green fluorescent protein surface densities.

LE BOULANGER – THE ARTISAN'S BREAD, Calgary, Canada

6/1997 – 5/1999

Owner / Manager

Started-up business offering finest natural and organic European breads and pastries. Successfully developed and marketed handcrafted product line of unique artistic breads prepared in traditional European style.

- Built profitable business in just 1 year by identifying need and capitalizing on niche market.
- Designated as "Emerging Enterprise of the Year" by Calgary Chamber of Commerce.

Early Career: **Nursing Assistant** with Alberta Health Services, Calgary, Canada (1994 – 1997)

PROFESSIONAL DEVELOPMENT

Web Development & Data Visualization – Lighthouse Labs, Toronto, Canada (2016)

MBA Degree, Science & Technology Marketing – University of Calgary, Canada (2005)
Graduated with Top Honors • Member of Beta Gamma Sigma Society for MBA graduates

BS Degree, Cellular, Molecular & Microbial Biology – University of Calgary, Canada (1992)

Nursing Diploma – Ottawa Civic Hospital, Canada (1988)

TECHNICAL SKILLS

JAVASCRIPT – NODE – REACT – HTML – CSS – RUBY – SQL – ADOBE – MONGO
MS OFFICE – DATA VISUALIZATION – DATA ANALYTICS

WEBSITES

<http://www.samilytics.com>
<https://www.linkedin.com/in/samibarghshoon>
<https://github.com/chugah>

PUBLICATIONS

D2 Dopamine Receptors Colocalize Regulator of G-Protein Signaling 9-2 (RGS9-2) via the RGS9 DEP Domain, and RGS9 Knock-Out Mice Develop Dyskinesias Associated with Dopamine Pathways
<http://www.jneurosci.org/content/25/8/2157.long>

The Neurally Controlled Animat: Biological Brains Acting with Simulated Bodies
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2440704/pdf/nihms48715.pdf>

Time course of inner ear degeneration and deafness in mice lacking the Kir4.1 potassium channel subunit
<http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.508.8241&rep=rep1&type=pdf>

Pharmaceutical Drugs and Drug Candidates
<http://www.sigmaaldrich.com/content/dam/sigma-aldrich/articles/biofiles/volume-7-number-5/biofiles-volume7-number5.pdf>

Consumer perception and acceptance of genetic technologies in food and medicine
MBA Thesis – 2005