

GORDON DRANE, J.D.

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REGIONAL DIRECTOR, SALES

Award-winning rare disease sales Leader with a consistent record of achieving top national results through recruiting and developing high performing teams that exhibit value, demonstrate accountability and deliver results.

Building Teams – Rebuilt multiple regional business units from lowest to highest performing teams through commitment to brand strategy, disease state excellence, customer value and superior account management. Coached individuals to realize optimal professional growth by recognizing varied levels of emotional intelligence, harnessing strengths and agreeing to mutual growth and self-improvement.

Leadership – Regional Sales Director for Vyera Pharmaceuticals LLC, winning Platinum Key for Outstanding Regional Sales Director (2018). Direct reports include: key account managers, strategic hospital managers and regional trainers promoting specialty product in virology, neurology, immunology, parasitology, retinal, oncology and other sub-specialties.

History of strong performance with health plans and payers across regional and national market channels including, institutional sales, IDNs, POs, GPOs, and Federal Healthcare systems (VA).

Access and Reimbursement – Demonstrates expertise in hospital contracting and gaining product access through commercial, 340b, Medicaid, Medicare and government payers. Expert in Specialty Pharmacy/HUB navigation and state ADAPs.

Collaboration – Champions partnerships across multiple internal business units and external partners. Achieves collaborative approach through leadership, education, marketing, patient advocacy and training. Committed to integrating corporate culture through all aspects of hiring and coaching.

PROFESSIONAL EXPERIENCE

Regional Sales Director, New York, NY and Los Angeles, CA

Northeast/Mid-Atlantic and West Regions, Vyera Pharmaceuticals LLC (Specialty Biotech) (June 2017 – Present)

- Led separate teams of 6-8 specialty and hospital representatives in 29 states and D.C.
- Promoted to Northeast Region Sales Director, tasked with hiring and rebuilding former top performing region. Achieved 82% revenue growth after three quarters.
- Achieved (Northeast Region, Q2, 2019): \$7.3M in revenue, nationally ranked #1/3 in % to plan (141%).
- Achieved (Northeast Region, Q1, 2019): \$7.4M in revenue, nationally ranked #1/3 in % to plan (126.4%).
- Awarded Platinum Key for Outstanding Sales Director (2018).
- Achieved (Northeast Region, Q4, 2018): \$5.7M in revenue, nationally ranked #1/3 in total revenue.
- Promoted from KAM to West Region Sales Director. Tasked with hiring and rebuilding the lowest revenue performing regional teams (4/4). Achieved 89% revenue growth after first year.
- Achieved (West Region, Q2, 2018): \$4.9M in revenue, nationally ranked #1/4 in % to plan and growth.
- Achieved (West Region, Q4, 2017): \$3.7M in revenue, nationally ranked #1/4 in % to plan and revenue growth. (v. 2.75M in Q3 sales)

Key Account Manager (KAM)

Pittsburgh, PA/Cleveland, OH/Buffalo, NY, Turing Pharmaceuticals, Inc.

(Sept 2015 – May, 2017)

- Achieved (Q1, 2017): Nationally ranked #1 in total revenue (24 Key Account Managers - KAMs).
- Achieved (2016): Nationally ranked #1 in both total revenue and script volume (36 KAMs).
- Achieved (2015): Nationally ranked #2 in script volume (37 KAMs).
- Created and executed business plans that recaptured and grew regional business by: establishing client trust by offering evidence-based rationale for product usage; providing patient and customer centric solutions for GPO purchasing and

payor acquisition obstacles; demonstrating superior product and competitor knowledge; successfully recruiting and utilizing advocates at regional infectious disease practices and partnering with specialty pharmacy, distributors, regional hospital pharmacies, ASO's, Health Departments and diverse specialty practices.

Executive Customer Representative, Virology Division

Pittsburgh, PA, Merck and Co., Inc.

(Feb 2011 - Sept 2015)

- Achieved: (2010, 2011 and 2013): Ranked in Top 10 percentile nationally in % of sales v. objective.
- Achieved: (2013-14): Multiple Regional and District Achievement Award Winner.
- Achieved (2012): Executive Customer Representative Promotion.
- Developed and grew new business in regional HIV/AIDS specialty market; provided education to maximize product expertise for emerging therapy appropriate utilization; developed and local KOLs.
- Enrolled in specialty-relevant pre-med courses; developed medical acumen and superior disease knowledge greatly enhancing credibility and ultimately driving business results.

Senior Vaccine Account Specialist

Northern Virginia, Merck and Co., Inc.

(March 2006 – Feb 2011)

- Achieved (2009): Vice President's Club Award.
- Demonstrated advanced selling skills that consistently cultivated targeted customer partnerships and patient-focused strategies, customer included: Regional Hospitals, Health Departments and private practice.
- Routinely assisted customers in maximizing both contract incentives and achieving PO and GPO obligations.
- Ascertained customer's therapeutic and business objectives, mastered knowledge of the customer's vaccine schedule; forged and cultivated relationships with system and practice owners, and delivered product and resource solutions specific to each customer's needs.

Professional Sales Representative, Primary Care

Harrisburg, PA and Baltimore, MD, Merck and Co., Inc., Kyphon, Inc.

(2001-2006)

- Achieved (2001-2006): 4-time Director's Club Award winner.
- Demonstrated sales and disease excellence in highly varied therapeutic areas (cardiovascular, respiratory, orthopedic, pediatric, and internal medicine).

Intern at Private Practice and Government Agency, Legal Document Review

(1997-2001)

- Assisted products liability and criminal defense attorneys in drafting motions, briefs, hearing and trial preparation, memorandums, discovery and jury selection.

EDUCATION

Juris Doctorate Degree

Dickinson School of Law, Carlisle, PA

(1993 – 1998)

Bachelor of Arts, Political Science

Pennsylvania State University, State College, PA

(1989 – 1993)

- Cumulative GPA 3.89, graduated with Highest Honors
- Phi Beta Kappa, Phi Kappa Phi and Golden Key National Honor Societies