

ANDY WEINGART

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PROFESSIONAL BACKGROUND

Andy is an adaptable professional who has spent over ten years solving high-impact problems in a diverse array of functions and business environments. With significant experience in strategic planning, marketing, and business development, Andy can translate macro trends into meaningful insights, identifying both opportunities and pitfalls in core business strategies. He then enjoys building strong relationships with key stakeholders to navigate critical project paths in fast-paced and high-pressure environments. Leveraging prior engineering and operations roles, Andy is particularly adept at converting highly technical requirements into actionable business deliverables, allowing him to bring diverse partners together to eliminate roadblocks and achieve project success. He is comfortable engaging and influencing representatives at all levels of the organization, from the front lines of operations to the highest level of the C-suite. Andy's diverse experiences, candid approach, and collaborative work style have driven strong results across a variety of business environments and applications.

SELECTION OF RELEVANT EXPERIENCE

Senior Manager of Strategy and Business Development | Leading Medical Device Manufacturer

Andy led new technology exploration and business development for an \$800M business unit, evaluating new clinical areas for top-line growth through in-depth market research and collaborations with key opinion leaders and customers. He was accountable for developing comprehensive strategies for next-generation technologies and market developments, sourcing inputs and requirements from across the organization, and providing investment recommendations to senior management. Andy then led cross-functional teams in qualitative and quantitative diligence, resulting in several multi-million dollar partnerships. Additionally, he routinely prepared strategic communication packages for C-suite level discussions, including strategic planning, budgeting, sales meetings, and technology proposals. Andy regularly interfaced with colleagues and customers from across the organization and around the world to bring new and innovative ideas to market.

Program Manager | Leading Medical Device Manufacturer

As a program manager, Andy spearheaded the establishment of cross-functional core teams aimed at driving project success within the organization. Working with both project teams and senior leadership, he identified and set annual deliverables and goals, ensuring alignment with overarching business objectives. He played a pivotal role in driving development strategy, leveraging his experience to navigate complexities and steer projects toward successful outcomes. Andy adeptly resolved key issues that arose, employing his problem-solving skills and fostering collaboration among team members. Regularly, Andy reported project status updates to senior leadership, providing transparent insights into progress and challenges. The culmination of his efforts resulted in a program that not only achieved key delivery metrics but also established a robust process for program management, setting a precedent for excellence within the organization.

Industry Experience

- Healthcare
- Medical Devices
- Pharmaceuticals
- Manufacturing
- Distribution

Functional Expertise

- Strategic Planning
- Business Development
- Upstream Marketing
- Downstream Marketing
- Operations
- Quality Management
- Process Improvement
- Change Management
- Program Management
- Deal Diligence
- Competitive Intelligence

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SELECTION OF RELEVANT EXPERIENCE

Downstream Marketing Manager | Leading Medical Device Manufacturer

As a downstream marketing manager, Andy led the launch of a critical online learning platform for medical professionals. Launch preparation involved developing marketing strategy, identifying target customers, and planning the cadence for site roll-out. After aligning with sales and marketing leadership, Andy then managed creative agencies to craft messaging and create effective digital and print collateral. Finally, he closely coordinated with sales teams to give customer demonstrations, host learning meetings, and staff key industry conferences. The resulting program drove a meaningful increase in customer engagement, patient satisfaction, and product utilization.

Strategy Consultant | Major Pharmaceutical Distributor

In his strategy role at one of the nation's largest pharmaceutical distributors, Andy focused on data-driven solutions in the specialty pharmaceutical space. His primary project was developing a strategic plan for managing and leveraging large datasets stemming from multiple internal and external sources. Andy worked across a complex organization to uncover key use cases and operational needs, mapping these against existing analytical capabilities to highlight gaps in the organization's data strategy. Additionally, he worked with customers and key opinion leaders to brainstorm new ways to leverage a centralized data set to bring value to providers and patients. Finally, Andy identified external products, partnerships, and acquisition targets suited to advancing the organization's data strategy.

R&D Finance Analyst | Leading Medical Device Manufacturer

In his role as an R&D Finance Analyst, Andy demonstrated proficiency in financial management and analysis, significantly impacting the efficiency and effectiveness of a \$25M research and development business unit. One of his notable achievements was the development of a comprehensive tool for collecting, tracking, and analyzing expenses, providing invaluable insights into budget utilization and resource allocation. Andy collaborated closely with various R&D functions, ensuring accurate capture of project hiring plans, timelines, expenses, capitalization requests, resource allocations, burn rates, and project prioritizations. His efforts extended beyond data collection, as he also developed tools for leadership to conduct thorough analyses, empowering them to make informed decisions regarding budget allocations and resource utilization. Andy's contributions were instrumental in shaping the overall budget and strategy of the 100+ person organization.

Upstream Marketing Manager | Leading Medical Device Manufacturer

Andy served as a product manager identifying user needs for next-generation medical technologies. To do so, he leveraged multiple sources of information, including relationships with key opinion leaders, targeted customer surveys, and publicly available databases. The resulting data analysis identified key value drivers for the product line and included important customer segmentation insights. Andy then worked with cross-functional teams to translate these requirements to technical specifications, which were subsequently implemented into the new generation of products.

Technology Expertise

- Microsoft Office 365
- AlphaSense Market Intelligence
- Veeva Vault
- Trackwise Digital QMS

Methodologies

- Strategic Planning
- Market Size Analyses
- Customer Segmentation
- Financial Modeling
- Acquisition Diligence
- Project Management
- Process Improvement
- Lean Six Sigma

Deliverables

- Business Unit Strategy
- Business Case Development
- C-Suite Technology Proposal
- Competitive Intelligence
- Technology Evaluation Framework
- Acquisition Modeling
- Implementation Roadmaps
- Marketing Strategy
- Process Mapping