

Nicholas W. Weeden

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WORK EXPERIENCE

Aug '18 - **FITBIT HEALTH SOLUTIONS** – *B2B hardware and software group focused on health and wellness* San Francisco, CA
Present **BUSINESS PLANNING AND STRATEGY ASSOCIATE**

Core responsibilities include:

- **Long-Term FHS Strategy:** *Define where FHS should be positioned in the next 3 – 5 years*
 - Created and executed a reoccurring process for senior leadership to set a group vision and identify, prioritize, and monitor applicable trends to dictate the direction of the business
 - Established the Fitbit pharma strategy, evaluating opportunity, feasibility, and go-to-market strategy
 - Developed a model to forecast FHS long-term revenue based on existing and future channels, products, and customers
 - Evaluated and ranked different therapeutic areas in alignment to FHS vision, including aspects of interventions, prevalent business models, and required features
- **Market Analysis:** *Quickly evaluate potential business opportunities by market, device, or partnership*
 - Assessed entering new therapeutic areas through partnerships, tasked with determining pricing, evaluating the possible opportunity for a customer, and creating product pitch
 - Evaluated new customer segment, reviewing products, GTM strategy, and price points
 - Built revenue opportunity for the development of a new device
- **Business Line Support:** *Support different business lines beyond the Strategy team*
 - Created a regional TAM SAM SOM analysis for the sales team
 - Researched possible acquisition targets and developed associated financial model to evaluate company synergies for the Corporate Development team
 - Pursued a multi-million-dollar partnership for condition-specific detection, evaluating the market opportunity and GTM strategy and leading a design workshop for the Business Development Team

Sep. '15 - **ACCENTURE STRATEGY** – *Global strategy consulting firm* Boston, MA
Jul. '18 **CONSULTANT (2018) SENIOR ANALYST (2017) ANALYST (2016/2015)**

Select project experience includes:

- **Enterprise Growth Strategy - Consumer Packaged Goods Company**
 - *Goal:* Review business and operations and recommend strategy to grow from \$4B to \$6B in 5 years
 - Redefined the Company's portfolio strategy by analyzing SKUs across 10+ brands and providing market-specific product assortments
 - Developed, executed, and analyzed consumer surveys, exploring current brand positioning, messaging, and innovation
- **Global Patient Services Restructuring - Pharmaceutical Company**
 - *Goal:* Shift patient service organizations between departments globally to address compliance issues
 - Collaborated with 26 markets through surveys, interviews, and workshops to determine the current state of patient services offered globally
 - Managed an Analyst, delegating parts of the team's workstream and providing weekly trainings
 - Developed the Company's first Global Patient Support Program Standard Operating Procedure
- **Patient Access - Academic Medical Center**
 - *Goal:* Comprehensive transformation to improve customer experience, finances, and operations
 - Analyzed physician productivity across three ambulatory clinics, identifying areas of lower physician productivity and recommended possible solutions
 - Ran workshops to improve patient flow, patient communication, and clinic organization

EDUCATION

2011- **BROWN UNIVERSITY** Providence, RI
2015 *Bachelor of Arts in Health and Human Biology with a focus on Health Care*

- NCAA Division I Men's Lacrosse Team, Academic All-American, Unsung Hero Award

Summer **TUCK SCHOOL OF BUSINESS AT DARTMOUTH**
2015 *Tuck Business Bridge Program* Hanover, NH

- Completed a selective program taught by MBA faculty, providing in-depth introduction to accounting, finance, microeconomics, marketing, and business strategy

PERSONAL

- Brown: Four-year starter for Men's Varsity Lacrosse, Brown Biotech Investment Group, Delta Phi Fraternity
- Interests: Skiing, Video Editing, Scuba-Diving, Spikeball, Roller Blading, Board Games, Lacrosse, Soccer
- Technical Experience: SPSS, R Studio, IRI/Nielsen, Qualtrics, MS Office