

## **Professional Skills Summary**

I am a hard working driven individual who pays attention to the details and translates it into high level strategic decisions. I've been driven towards accepting challenges and have seen several major projects grow from ideas in a conference room to impacting product and team performance in the field.

**Cross team relationships-** I've worked cross-functionally with the following Janssen teams – CRM, Advanced Analytics , Forecasting, Incentive Compensation, Field Reporting, Alignment, Strategic Customer Groups, and EDW (IT) to provide process enhancements and strategic guidance during new product launches, sales team re-orgs, data integration, and new specialty data sourcing initiatives from a Data Governance perspective.

**Self-driven-** I've researched and identified new data offerings from existing data vendors (IMS) and directly from independent sources like Key Government Accounts (Tricare). The data acquired was leveraged for several initiatives including a custom methodology that I created to split specialty sales across multiple therapeutic classes and selling teams. I'm also self-taught on various CRM and marketing concepts like SEO (Search Engine Optimization) practices, relationship marketing, and mobile CRM solutions.

**Cost Savings and Automation-** I automated the Data validation process at Janssen by leveraging an existing vendor resource to run ad-hoc validation reports on a weekly frequency. I have also promoted several business process enhancements across multiple external vendors that include – IMS, Cognizant, SHS, Shyft (Trinity), and ModelN.

**Work with offshore teams-** I am the primary Janssen point of contact for the PR operations team and worked on a project with Cognizant's and Shyft's (Trinity) offshore teams to facilitate specialty data distributions strategy projects that impacted national data for several products across the Immunology and Oncology teams.

**Product Performance Exploration-** I analyzed product performance by comparing national data trends and changes across individual IDNs (Integrated Delivery Network), competitors, market segments, and Key Accounts to categorize Regional Product Performance (RPP) across multiple products and markets.

**Project Management-** I've played the role of project manager on several projects for the Data Management team, and I am familiar with agile methodologies. I've also provided post deployment SME level support, created original SOPs, and ensured ongoing vendor SLA timelines.

## **Goals**

My goals in this industry is not to acquire a specific title or role, it is to fully understand the pharmaceutical market space to be able to strategize and facilitate large scale business decisions from a financial, market share, and patient care benefit perspective. I'm an entrepreneur at heart, which means that I don't shy away from taking risks when I see the bigger picture. I have always strived to achieve both these objectives in my work.

## Experience

### **Janssen Pharmaceuticals (J&J) – Data Management Sr. Consultant**

**Horsham, PA  
January 2015-Current**

- Project manager for primary data vendor migration (SHS/IMS).
- Direct reports to **Sr. Manager and Director** level roles.
- Presented analysis and strategies for vendor migration, new data acquisition, national data distribution, business process changes, and customer relationship management to **Sr. Management and Director** level roles.
- Subject matter expert (**SME**) for specialty data field distribution strategy (SLICE) for Oncology, Immunology, and HIV products Product Distribution Knowledge- **Remicade, Zytiga, Imbruvica, Stelara, Simponi, Aria, Simponi UC, Yondelis, Darzalex**
- Served as Project Manager for numerous multi-franchise initiatives.
- **Trained and on-boarded** a Sr. Analyst for Janssen's Immunology Team who was new to the industry. A total of **3 Sr. Analysts** for Janssen and a total of **8 Business Consultants** were trained over the course of the past four years.
- Provided data integration formatting and analytic support for procured data.
- Designed and Developed the SOP (23 page) and end to end process flow for the Specialty Pharmacy data distribution.
- **SME** for aligned sales data for oncology and immunology sales teams.
- SAS and Excel **expert** with data analysis.
- Analyzed Field Incentive Compensation Quarterly Reports and identified gaps in data prior to quarter payouts/ranks/goal setting.
- Point of Contact (POC) for Puerto Rico incentive compensation team.

### **Janssen Pharmaceuticals (J&J) - Sales Operations**

**Titusville, NJ**

#### **Analyst II- Consultant**

**January 2014-December 2014**

- **PILOTED**- POC /Resolved or Triaged all incoming field operations related inquiries (Incentive Compensation, Field Reporting, Data Analytics, Customer Data, Sales Force, Alignment, Call Plan) for the HIV sales team (500 person)
- Piloted Project was a **success**, rolled out to all NA franchises- Immunology, Oncology, HIV, CNS (total sales team count).
- **Trained** all new members on the project (**8+ trainees**) over the course of 6-8 months to support multiple campuses and franchises.
- Designed and distributed team training materials for documentation of processes and expectations specific to each campus- Process flow diagrams, SOPs, illustrated field training materials, standard field communications setting, etc.

### **Janssen Pharmaceuticals (J&J) - CRM Operations**

**Titusville, NJ**

#### **Analyst I-Consultant**

**June 2013-December 2013**

- **PILOTED**- The Transfer of the North America customer database into the salesforce - "iConnect" platform for field use. Validated & created all new customers in salesforce for the HIV+CNS (1,500 person) Sales Team.
- Piloted Project was a **success**- rolled out to all NA
- Salesforce introduction and support for home office and field sales teams.
- Support and testing of **Veeva CRM** for efficiency and field feedback for ongoing enhancements using **Chatter**.
- Researched **Veeva Vault** product and offerings for alternatives to existing CRM solutions.

### **Wills Eye Surgery Center**

**Philadelphia, PA**

#### **Medical Records Technician**

**January 2012-July 2012**

- Qualitative and quantitative analysis of records.
- Maintained strict confidentiality of patient information.
- Enhanced the tracking process for storage of medical records.
- Medical Records retention, retrieval, and retrieval and release of information.

## Education

### **Drexel University**

**Philadelphia, PA**

Bachelor of Science in Biomedical Engineering (transferred)

**September 2005- 2009**

### **Rutgers- Camden County College**

**Blackwood, NJ**

Associates Health Information Technology Management

**June 2009- 2013**

### **Drexel University**

**Philadelphia, PA**

Bachelor of Science Biomed Concentration, Business Minor

**April 2015- Dec 2016**

## Skills

**Computer Coding:** C++, Visual Basic, **SAS**

**Medical Coding:** ICD-9-CM and CPT coding systems.

**Software:** Prezi, MS Word, MS Excel, MS PowerPoint, MS Outlook, Adobe Acrobat X Pro, Photoshop CS6, Illustrator CS6, Audition CS6, Macromedia Flash, AutoCAD, Maple, Dreamweaver, MATLAB, LabView, MicroStation, and Google Sketchup

**EMR Software:** CernerWorks, ATHENS(EHR), QuadraMed Quantim(ICD-9/10 Encoder), 3M(Coding and Reimbursement System), Solcom EDMS, and HealthPort eSmartLog ROI.

**Customer Relations:** Knowledgeable of **CRM** principles and techniques, familiar with open source test drives: Sales Force (Sales Cloud, Sales Chatter), SAP (SAP 360 Customer), Veeva VAULT, Team Leader of freshman engineering design group at Drexel University (Focused on PPA and PPD as a target customers).