**2020 YER - Manager Feedback for Blythe**

***Blythe has earned high confidence and trust from her ever expanding clientele***. Blythe is an extremely hard working, responsive, collaborative, willing to learn and organized individual who ***performed well above expectations consistently throughout the year***. Blythe’s willingness to continuously expand her responsibilities and work areas (ex: several Market Mix models) is highly appreciated.

Blythe is the subject matter expert and go to person for various data related help and questions. She goes extra length to support anyone who seeks her support. Blythe coordinated, coached and managed multiple consultants and vendors in a highly efficient manner and was able to deliver on high volume of projects throughout the year. Consultants, her clients, MAIO team members and vendors very much appreciate her expertise, patience and the learning opportunities she provides on data and business.

Blythe was a key contributor and developer of a NEW high value, influential and impactful resource allocation model for Oncology [DOMINO]. She handled constantly changing requests and applied her Oncology business expertise to develop a new modeling approach for resource allocation. ***Blythe’s consultative approach*** (ex: patience, listening skills, guidance through data, ability to adapt continuously, break through the clutter, meeting tough demands from multiple leaders, guiding tough decisions etc.) ***is incredible and highly valuable.***

Blythe may want to think about reducing her workload a bit by continuously improving the process of delegation and distribution of work to others. She is already doing a great job here and given the ever-increasing workload, some deep thinking in this area may be warranted for both of us.

I am very lucky to have an opportunity to work closely with Blythe and look forward to work with her in 2021 and many years beyond. Below are some of her key projects and accomplishments in 2020 and the stakeholder feedbacks.

**Key Accomplishments:**

1. Strategic Initiatives Decision Support that guided executive leadership (VPs / Jill DeSimone):
   * New budget planning tool [DOMINO] for Keytruda. Primary tool that guided **$550MM** of 2021 promotional budgets.
   * Supported DET impact measurements for multiple waves: Gardasil, Dificid.
   * Others: Januvia, Steglatro, Keytruda & new brands NBE support,
2. Supported 10+ Mkt.Mix (HCP & HCC) type analysis – 5 additional new brands.
   * Brands: Keytruda (2X), Nexp., Bel., Diabetes, P23, Bridion, Lynparza HCC (new), Zerbaxa, 3 PED vaccines (new)
   * These analyses informed several promotion investments worth **>$600MM**
   * Guided MMF impact analysis for multiple brands covering a major portion of MMF investments.
   * Quickly learning ins and outs of Mkt Mix models.
3. Studied COVID’s impact to incremental revenues from personal & NPP promotions.
   * 6 Brands: Januvia, Steglatro, Gardasil, P23, Belsomra, Nexplanon
   * Informs future decisions on sales force strategy (rep visits vs OCMs) and NPP strategy.
4. Optimized 2021 HCP budget allocations for 8+ key brands.
   * Supported multiple analysis requests from ICE team. Guided **$44MM** HCP NPP allocations for Keytruda.
   * Non-Oncology optimal allocation guidance is about **$40MM+**
5. People & COE development
   * *Supported & Managed several mkt mix type & COVID impact projects with vendors like ZS, Datazymes, Quantzig etc.*
   * Managed 4+ consultants directly (guidance, project assignments, coaching & tracking).
   * *Primary data expert & consultant for multiple teams.*
   * *Widely regarded as HCP related data expert (sales, field and NP promotions).*
   * Guided development of HCP NPP grail.

**Stakeholder Feedbacks:**

Blythe’s stakeholders, as always, considers her as a fantastic partner and a rock star. Blythe is ready and willing to engage, learn, and share across multiple stakeholder groups to learn and ensure a diverse set of thought is used to inform decisions (silos to networks). Blythe has been very willing to share the “guts” of models so that her clients can understand the intricacies and work together on solutions (withholding to sharing).

A stakeholder with the Oncology team identifies Blythe as a key contributor to project Domino. She understood so many of the intricacies that exist with the oncology data that allowed the team to establish a framework and methodology that could deliver the best results. She was clearly a subject matter expert that helped move the project along and determine a methodology that can exist for several years. The business impact could be significant as we now have a structure and framework that

allows to invest in our best growth opportunities.

Key strengths as expressed by this stake holder is her ability to think through downstream implications of how the data or model is set up which really creates efficiencies when establishing a framework. Blythe also has a solution mindset which creates a positive working environment. As an opportunity to develop further, this stakeholder feels that Blythe is often the one closest to the details and has a great opportunity to find ways to elevate those details and articulate them in a way that allows for decision making and understanding across all levels and functional groups.

A quote from one of her stakeholders:

*“She is willing to help and provides thoughtful, rigorous, insightful analyses. One example of this was with her analysis to help the team understand the impactable revenue for the Melanoma Metastatic & Adjuvant indications. In addition to conducting a thorough analysis, she also took the effort to provide helpful suggestions about how it could be applied”*

This stakeholder appreciates her critical partnership on the channel investment allocation model. The inputs she provides are hugely helpful, but the questions she asks and the suggestions that she offers are also of enormous value. Equally important, she’s always transparent about the limitations and underlying assumptions with her analysis. This adds to her credibility.