resume\_63@gmail.com  
(269).082.7131  
Laura Sinofsky-Bohm  
SENIOR REGIONAL SCIENTIFIC MANAGER Northeast at ASTRAZENECA PHARMACEUTICALS  
Williston VT - Email me on Indeed: indeed.com/r/Laura-Sinofsky-Bohm/28cf8c1e829a96bb  
Dedicated decisive and self-motivated professional offering diverse background in building high-profile relationships developing and executing successful strategies and exceeding corporate objectives across the pharmaceutical industry within Sales and Medical Affairs. Strong technical orientation scientific aptitude and negotiation skills combined with a passion and stamina to lay foundation for success. Equipped with reputable ability to rapidly transition to new business and therapeutic areas. Adept at applying business planning approaches to achieve successful results. Highly capable of grasping and translating the impacts of healthcare trends and other business drives in a customer friendly language. A quick learner capable of effectively multitasking in a fast-paced and challenging environment. Demonstrates strong time management skills and is able to successful handle multiple tasks. Extremely flexible; adaptable to any working condition. Exhibits strong interpersonal skills and is accustomed to relating well with clients of diverse cultures and backgrounds in a highly stressful and challenging environment. Articulate communicator with fundamental knowledge of German and French and fluent in Spanish languages. Powered with unparalleled work ethic and exceptional organizational skills in effectively managing priority initiatives and critical projects. Proficient in Microsoft Office Suite (Word PowerPoint Excel Outlook and MS Office Publisher).  
WORK EXPERIENCE  
SENIOR REGIONAL SCIENTIFIC MANAGER Northeast  
ASTRAZENECA PHARMACEUTICALS - October 2009 to Present  
One of 6 RSMs elected based on leadership capabilities to represent a novel model supporting VIMOVO(TM). First group in Medical Affairs (MA) to use a phased approach to launch a new product thereby serving as guide for formation molding and development of future groups. Identified investigated defined and shaped customer base in unexplored area void of collaborations. Provided expert oversight to customer development and pre- launch activities. Forged participation in speaker meetings advertising board launch meetings and clinical trials. Spearheaded the development and alignment of key opinion leaders in accordance with AstraZeneca's therapeutic focus.  
 Actively participate in 7 workgroups - 3 national level RSM trainings (i.e. Success Circles Diversity Team and MAWLI (Medical Affairs Leadership Initiative).  
 RSM Lead for VIMOVO Training Team responsible for identification and executing training on priority topics for education of team.  
 Sole RSM of the VIMOVO Navigator Team collaborating with senior management Strategy and Operations RDSA and Legal to unite and modify VIMOVO Team objectives for efficient and consistent field documentation.  
 Lead American College of Rheumatology (ACR) RSM responsible for identification of key symposia posters collection and consolidation of reactive clinical insight.  
 Held accountability for pipeline and clinical trial support identifying 10 trial sites for OSKIRA 3.  
 Scientifically supported trained and reinforced regulatory guidance for 10 speakers auditing over 19 programs.  
 Lead Executive Committee for Field Non-Sales Membership and Communications for AZNOW.  
 Received distinction as the VIMOVO Highlights champion instructing coaching and driving interest in monthly submission process on a one-on-one and national basis to achieve VIMOVO metrics and objectives.  
   
 Elected as 1 of 6 designers for MAWLI (Medical Affairs Leadership Initiative) logo.  
 Handpicked to work with a group of women in driving performance and establishing people and organization MAWLI.  
 Chosen by the senior leadership to highlight VIMOVO Team accomplishments during a national Medical Affairs meeting.  
 Recognized as 1 of 5 members of (MA) Diversity Team in collaborating identifying and educating persons regarding MA cultural activities.  
SENIOR REGIONAL SCIENTIFIC MANAGER Northeast  
CNS/ Neuroscience - April 2009 to October 2009  
Field liaison providing comprehensive educational support and scientific and clinical information to academic institutions and healthcare practitioners. Managed clinical trial development in Northern New England for investigator started studies in neuroscience (specifically schizophrenia bipolar mania and depression). Worked collaboratively with Clinical Development Team to support trial recruitment and site and investigator identification for SEROQUEL trials (such as AZD3480 SEROQUEL XRΩ); presented and assisted investigator commencing sponsored research by expediting the review assessment and follow-up of clinical proposals and research. Reinforced Brand Team activities by identifying thought leaders for symposia medical meetings and advisory boards. Instructed and scientifically updated the DURB members; liaised between the regional account and state government directors.  
 Worked as speaker in roughly 3 dozen promotional speaker programs.  
 Rendered support to Latin American Marketing Team through self-accord.  
 Developed and maintained positive relationship with internal stakeholders (Brand Team and sales and scientific affairs) by meeting their expectations through application of strong comprehension of the business medical professionals and clinical investigators at key academic institutions such as Dartmouth Medical Center Maine Medical University of Massachusetts and Fletcher Allen Hospital located across Maine New Hampshire and Vermont.  
 Increased geographical investigator sponsored study (ISS) activity through KOL identification supervising 6 PIs supporting business critical goals for SEROQUEL(TM) and SEROQUEL XR(TM).  
 Co-Lead delivering critical intelligence to the Brand Team Emerging Brands and MASLT (Medical Affairs Senior Leadership Team) as RSM Team representative.  
 APA Executive Summary Lead responsible for designing and rolling out novel format for collecting organizing CI from National Congress to Brand in two day real time.  
 Investigated and educated peers on new technology Trial Trove.  
 Monthly Highlight RSM Champion responsible for designing highlight guide mentoring and motivating peers. Co-Lead Logistics Team for country wide personal development forum (PDF).  
 Facilitated Speaker Training live and web-based.  
 Audited and supported 25 speaker programs.  
 Partnered with National Account Manager Miguel Cotto conducting a conference calls series to educate medical professionals at Veteran Association Hospitals across United States.  
 Success Circle Member contributing to cross-therapeutic area mentoring across the organization such as CV RDSA Senior Associate Scientist and Associate Director of Health Economics Research (HEOR).  
REGIONAL SCIENTIFIC MANAGER  
CNS/ Neuroscience - February 2006 to April 2009  
Developed and maintained comprehensive understanding and demonstrated proficiency in areas of CNS Franchise and Medical Affairs (MA) mission vision and operating principles; relevant operating company scientific data and objectives; relevant market dynamics and competitive landscape; regulatory and healthcare compliance guidelines affecting Medical Affairs and the pharmaceutical industry; corporate policies on  
appropriate business conduct and ethical behavior; all SOPs and guidelines affecting MA; as well as all requirements for appropriate behavior and documentation of activities through planned training. Utilized clinical/scientific and organizational knowledge to facilitate collaborations with investigators. Prepared and presented data and information in a logical manner and in accordance with the audience's request. Played a lead role in carrying out plans concerning proactive outreaches as permitted through legal exceptions process. Intelligently planned and implemented an integrated Medical Affairs/SAL strategic plan particularly on clinical investigator sites working to determine sites and resolve issues with enrolled sites that posed a barrier in conducting studies and accepted proactive activities. Provided professional oversight in instructing expert speakers per request through one-on-one interactions. Assumed full responsibility in providing general response(s) to scientific inquiries of local and regional health care providers investigators health care systems academic medical centers and payer systems. Held accountability in listening vigorously and recording scientific voice of customer. Established and maintained a regional scientific landscape plan determining major systems of care research capabilities and others.  
 Provided support to the implementation of the XR mania and depression and relapse prevention program.  
 Functioned as Co-Training Lead for 3 indications facilitating instructions on generalized anxiety disorder (GAD) emerging competitive intelligence (CI) as well as other topics in pediatrics  
 Rendered assistance in the breakdown of competition during Journal Club Conference calls.  
 Worked closely with regional/district Sales Leadership in providing regional and local support to improve sales training initiatives and to develop competencies of field personnel.  
 Gained acknowledgment as the only RSM selected to support in the construction of Regional Director of Scientific Affairs (RDSA) Guidebook with 2 RDSAs (2009).  
 Recognized as 1 of the lead US contributors CNS Innovation event across Medical Affairs; submitted 9 to the Medical Affairs (MA) Review Team 3 of which garnered national attention and was implemented (cardiovascular risk prevention best practice collaborative and consolidated reference site).  
 Integral member of 4 person American Psychiatric Academy (APA) Planning Committee generating reporting documents and gaining approval from legal for distribution and use.  
 Selected as 1 of 7 RSMs to join the CNS MA Teleconference Planning Team.  
 Lead designer for capturing examples and rational of National Team activity in a comprehensive document. Lead for gathering competitive intelligence/insight (CI) for emerging clinical data.  
 Formulated CNS CI Blitz a comprehensive update on the completive environment distributed biweekly.  
Active lead of CNS RSM Training Team  
Regional Team Monthly Highlight - August 2001 to February 2006  
point person for gathering organizing formatting and reporting individual submissions. Supported the instigation of storyboard on misuse or abuse of SEROQUEL.  
 Active lead of CNS RSM Training Team.  
CNS \* (ME MA NH VT) AUG 2001-FEB 2006 SPECIALTY CARE SALES SPECIALIST  
Comprehended evaluated and implemented training on healthcare industry trends applicable laws and regulations and market conditions; directed the healthcare environment with compliant daily implementation of sales calls. Made use of analytics to determine and prioritize business drivers and offered solutions to problems and challenges. Assigned resources to meet various customer needs and opportunities; supervised performance plan and created real-time adjustments. Easily understood and communicated complex technical information and scientific concepts. Handled territory team matrix to identify new business opportunities establishing appropriate tactics and strategies. Handled all aspects of submitting honoraria setting up  
informational booths and communicating with medical professionals to educate and serve as knowledgeable product resource.  
 Collaborated with peers to solicit 4 panel speakers (2 thought leader neurologists and psychiatrists); planned and implemented infrastructure including assistance of MIS (2001).  
 Collaborated with the P&T Committee for UMASS Medical Center and Saint Vincent's Hospital to grant formulary status of SEROQUELΩ (2001-2002).  
 Designed and implemented 23 programs 2 customized solutions 3 Grand Rounds and various meetings with MIS to establish 2 thought leaders in Neurology and Psychiatry as well as 12 programs for the promotion of ZOMIGΩ (2001).  
 Placed 2nd in sales volume for the Northeast ZOMIGΩ and remarkably surpassed SEROQUEL Ω sales performance expectations by 107.5% (2002).  
 Expedited the acquisition of a $.25M research grant for use of SEROQUELΩ in pediatric patients in collaboration with the regional MIS and University of Massachusetts Medical Research Director (2002).  
 Endorsed and directed 29 programs for SEROQUELΩ 2 programs for ZOMIGΩ (2002).  
 Presented and published the Spanish translation of Dr. Weiden's Approach to Schizophrenia Communications (ASC-SR) which obtained approval to the National Quick List in (2002).  
 Substantially improved quality time with medical professional through the establishment of lunch and learns and appointments- 60 and 10 in 2003 and 119 and 42 respectively (2002).  
 Successfully exceeded ZOMIG sales performance expectations over 2 years by 107% surpassing the national 16% market share by 14% finishing at 108% (2003).  
Business Manager  
Regional Team Monthly Highlight - Manhattan NY - 2003 to 2003  
as Customer Solutions Champion for the district; spearheaded the New England West District Team in the New England region finishing first out of all the districts with utilization 3.5 times greater than the second district Manhattan New York District (2003).  
 Gained acknowledgment as the second highest representative in the Northeast region for National Quick List by creating 61individual items for customers (2003).  
 Distinguished at a national and regional level for a 5.8 and 2.4 point change ranking 7th nationally for SEROQUELΩ (106%) and ZOMIGΩ (120%) (2004).  
 Nationally and regionally recognized for an increased average daily dose of SEROQUELΩ 200mg and 300mg tablets at Dartmouth Medical Center the number 1 ranked non-retail account (2004).  
 Represented the organization as 1 of 23 PSS during Career Day at the Boston Business Center in New England.  
PRIMARY CARE SALES SPECIALIST  
CNS - April 1998 to August 2001  
 Featured in the Regional Newsletter for November 1998.  
 Earned recognition for outstanding sales achievements and was inducted into the 1999 President's Club.  
 Exceeded forecast expectations for ZOMIG by 43.40% in 1998 and 48.20% (1999).  
 Gained recognition as district leader for ACCOLATEΩ (106.26%) PULMICORT TURBUHALERΩ (118.84%) and ZOMIGΩ (143.89%) (2000). Functioned as anti-migraine disease specialist for the Providence District upon selection by the District Sales Manager (2002).  
 Developed clinician questionnaire to identify the best times days and locations for lectures with medical professionals.  
 Worked closely with CNS specialty long-term care and hospital counterparts to develop the Brighter Beginnings Program at 3 sites (Community Health Link UMASS Medical Center and Lipton Center-3 of largest  
non-retail accounts) which engaged the mental health community in flower planting and beautification projects (2001).  
active representative for the 17th 18th  
Framingham and Clinton Nurses Association - Boston MA - 2001 to 2001  
 Forged participation in Mental Health Awareness Week by donating patient education materials to the Lipton Center (2001).  
 Served as active representative for the 17th 18th and 19th Annual Public Sector Conference as well as for the Harrington Memorial Hospital display (2003); Framingham and Clinton Nurses Association (2003); VA Head Nurses Planning Committee (2002); American Association for the Study of Headache (1999 2002); Prime Medical Boston (1999) and Family Practice Conference for University of Massachusetts Medical Center (1999-2000).  
EARLIER CAREER  
VOLUNTEER (Paul Hart M.D )  
Worcester Evening Free Medical Service Program (WEFMSP) - Worcester MA - May 1998 to October 2000  
CLINICAL RESEARCH COORDINATOR  
McKesson HBOC - Westborough MA - October 1997 to March 1998  
RESEARCH ASSISTANT  
Beth Israel Deaconess Hospital Department of Gerontology - Boston MA - October 1996 to May 1997  
Richard Glew M.D. Chief of Immunology  
University of Massachusetts Memorial Medical Center Department of Immunology MA - 1997 to 1997  
1997  
RADIOLOGICAL TECHNICIAN INTERN  
University of Massachusetts Memorial Medical Center Department of Radiology - MA - 1992 to 1993  
- Worcester  
Worcester  
Obstetrician/ Gynecologist  
Alan J. Albert - Worcester MA - 1989 to 1993  
EDUCATION  
Master of Science in Biology  
Harvard University - Cambridge MA 2006  
Master of Science in Health Systems  
University of Medicine and Dentistry of New Jersey School - 2005  
Bachelor of Arts in Spanish  
Brandeis University - Waltham MA 1997  
New Brunswick NJ