

DON L. ANDERSON

16701 S.E. 35th Way ▪ Vancouver, WA 98683
206-817-0040 ▪ 360-891-7919 ▪ dlaandljr@comcast.net
<http://www.webprofile.info/danderson/>

SENIOR SALES & MARKETING MANAGEMENT EXECUTIVE

Pharmaceutical • Biotechnology • Medical Devices

Innovative and highly focused sales and marketing executive with more than 14 years of experience driving profitable growth and achieving multiple selling awards for two leading pharmaceutical companies. Proven track record in redeeming market share declines ranging from 65% to 90%. Resourceful in developing strategic development and sales management tactics for various business entities. Well-recognized for outstanding sales team development, employee selection, and sales training skills. **Core competencies include:**

- Strategic Business Planning
- Project Management & Forecasting
- Recruiting, Coaching, & Training
- Contract Administration & Negotiations
- Management Development Programs
- Cross-Functional Team Management
- Account Relationship Management
- Business Reengineering & Cost Controls
- Sales Staff Development & Motivation
- P&L Accountability & Budgeting
- Process Redesign & Change Management
- Product Launch

Successfully launched 10 new products across seven disease states as Pharmaceutical Sales Manager. Exceptional abilities in sales management and mentoring as measured by performance and promotions of seven out of nine employees and three Rookie-of-the-Year awards within three-year timeframe.

PROFESSIONAL EXPERIENCE

ALLERGAN PHARMACEUTICALS, Vancouver, WA

2006–Present

Area Manager

Supervised, developed, and trained eight territory managers to call on ophthalmologists in Oregon, Alaska, Washington, Western Montana, and Northern California. Developed a unique set of strategic initiatives in the areas of employee retention, training and development, and strategic planning designed to take a historically poor performing geography to the top of the sales report. Provide information and advice in advisory board capacity to the marketing team.

Key Achievements

- Improved Lumigan's new market share growth to a rank of fourth place out of 21 districts.
- Grew market share 91% faster than the region for Lumigan in 2006.
- Improved overall district rank from 21 in the second trimester to 12 in the third trimester of 2006.
- Achieved 100% employee retention and created high representative satisfaction as measured by the 360-degree feedback tool within the first year.
- Closed the gap in market share for Lumigan from 1.97 points to 1.75 points, a 12% gain in 2006.

VELOCITY SPORTS PERFORMANCE, Portland, OR

2004–2005

Owner and Director

Oversaw daily business operations for company selling coaching and training programs designed to teach athletics to young athletes. Managed four full-time and eight part-time employees. Directed all sales, marketing, accounting and finances, administration, and human resources management.

PROFESSIONAL EXPERIENCE (continued)

Key Achievements

- Achieved breakeven point in sales revenue after five months of business grand opening; seven months prior to franchise standard. Simultaneously doubled program pricing and increased income 70% to 90% while maintaining same number of unit sales and incurring zero loss in customer count. Shifted marketing resources through creation of customer referral program, thus saving 20% in expenses and increasing customer traffic by 50%.
- Expanded service offerings and grew product offering solely from group training sessions by adding nutritional component and one-on-one training sessions. Implemented financial incentive program and weekly training program designed to motivate coaching staff for new role in selling process. Initiative resulted in coaches selling 80% of programs and showing monthly overall sales increases of 20% (40 to 50).

MERCK & COMPANY, Vancouver, WA

2001–2004

Hospital Business Director—Western Region Sales

Supervised, trained, and developed team of seven hospital representatives covering broad range of products for endocrinology, pulmonology, cardiology, and rheumatology physicians. Directly accountable for institutional account planning, contractual strategies, and management initiatives. Key strategic role in new product launch for Cozaar and Zetia.

Key Achievements

- Created, developed, and executed business planning process resulting in achieving recognition as *#1 District for Regional Sales*. Evaluated existing customer base as part of sales team development efforts, refocused resource allocation in each product line, and derived business from accounts generating highest return on investment. Finished year at 114% overall quota with 26% growth; achieved #1 in cholesterol and osteoporosis sales and #2 in arthritis and allergy sales. Company adopted overall strategy and still utilized today.
- Led recovery efforts when company lost 30% market share in one quarter (80% to below 50%) for key brand statin product at major veterans' hospital, generating \$800,000 in annual revenue. Designed and promoted series of educational programs targeted to pharmacy market. Key player in building customer trust, maintaining sole access to facility, and negotiating protocol for use of drug in support with physicians. Approach now utilized as custom "best practice" to target appropriate resources in customer group.
- Instrumental in reversing 20% market share drop (90% to 70%) on \$1 million from previous quarter sales for key military account with statin product. Presented decision makers with data supporting clinical superiority of product and reinforced contractual and clinical advantages associated with use of product to pharmacists and physicians, including substantial volume discounts. Successfully addressed competitor superiority claim and ensured ongoing communication to reduce possibility of competitor reentry. Strategy is now "best practice" to identify key decision makers and has become part of monthly sales presentation.

PFIZER PHARMACEUTICALS, San Diego and Long Beach, CA

1990–2001

District Sales Manager, 1994–2001

Managed, supervised, and trained nine sales representatives covering family practice and internal medicine in Southern California. Managed two hospital representatives calling on Military, VA, Teaching Institutes, and Staff-Model HMO facilities. Ensured sales strategies and techniques execution for product portfolio worth more than \$50 million. Coordinated internal and external business efforts for co-promotion partners. Member of advisory board responsible for the development of marketing strategy for products in fields as varied as endocrinology, diabetes, psychiatry, and cardiology. Key strategic role in the launch of the following new products: Norvasc, Procardia XL, Zolof, Zyrtec, Lipitor, Viagra, and Glucotrol XL.

PROFESSIONAL EXPERIENCE (continued)

Key Achievements

- Instrumental in developing local account team strategy to ensure implementation of product line with particular physician groups. Implementation of strategy resulted in approximately 25 formulary successes at seven different physician groups with local manager team selected for *National Team of the Year* award.
- Achieved status of *Manager of the Year* and *District of the Year* while managing a district in one of the most highly penetrated managed care markets in the country. More than 20% of the lives in the district were covered by Kaiser, an organization with whom Pfizer had no formulary or physical access, further adding to the significance of this achievement.
- Created conflict resolution and team building template to assimilate sales representatives from new division into team due to merger with Parke Davis. Implementation of approach resulted in collaboration of business plan across both new companies and numerous formulary successes for new joint product, including Lipitor.

Institutional Hospital Representative, 1992–1994

Oversaw selling activities and drove sales volume for large medical institution product lines encompassing Long Beach, CA, territory. This territory included five key institutions and roughly \$5 million in sales volume. Key player in gaining formulary access for products and driving sales for formulary products. Executed numerous professional education programs designed to enhance physician access and support sales efforts.

Key Achievement

- Consistently performed in top 20% of all hospital representatives. Developed protocol to accelerate acquisition of practical-selling skills to enhance classroom knowledge acquired by new sales representatives. Initiated role-play training followed by two full days with representative calling on selected training customers. Protocol resulted in representatives' competence and effectiveness with customer base early in career and became local "best practice" still used with many managerial colleagues.

Previous experience as **Professional Healthcare Representative**, PFIZER PHARMACEUTICALS, Long Beach, CA (1990–1992) and **Sales Representative**, PITNEY BOWES CORP., Stamford, CT (1983–1984).

EDUCATIONAL BACKGROUND

M.B.A.—PEPPERDINE UNIVERSITY, Malibu, CA (1988)

B.A.—Marketing, UNIVERSITY OF OREGON, Eugene, OR (1982)

MILITARY BACKGROUND

UNITED STATES AIR FORCE, Los Angeles, CA (1985–1990)

Captain and Procurement Officer

Purchased satellites and materials for Space Systems Division. Negotiated complex contracts for unmanned vehicles and managed source selection for new systems.