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PHARMACEUTICAL SALES EXECUTIVE

REVENUE GROWTH | STRATEGIC PLANNING | LEADERSHIP | PRODUCT LAUNCHES | PROFIT EXPANSION

Success-focused pharmaceutical leader that developed high-achieving sales cultures and drove triple-digit product performance for multibillion-dollar companies. Talented trainer of best-in-class teams delivering sustainable gains in productivity, positioning, and profits. Influential relationship builder with 1200 primary care providers and 900 specialists in 180 medical facilities across multi-state territories. Managed \$1.5 million budget.

CAREER HIGHLIGHTS

Led region in new volume driving \$900K in monthly sales for Shire. Achieved top 10% out of 100 Specialists in SE Zone, capturing 22% market share vs 17% average, despite drug being in last 2 years of patent protection.

Trained 9 sales representative on consultative selling approach, yielding .5% market share boost in 3 months.

Helped team articulate Shire unique customer value proposition and influence key decision makers.

Led 3 representatives to top 10 rank out of 60 peers 1st year of Collegium territory launch.

Created individual contracts to tailor coaching for unique personalities and territory requirements that laid foundation for success.

Launched 3-P Strategy to help rep with no promotion budget achieve top 10% rank and most profitable status out of 50 peers despite lack of resources. Innovative marketing model so effective became West zone best practice.

Drove 5 account managers to President's Club honors in 1st year of new district for Ameritox. Won #1 out of 15 DMs with 12% growth and delivered ~5900 units monthly totaling \$1.75M in sales to rank #2 out of 20 regions.

MEDICAL RELATIONSHIPS: Endocrinologists, Cardiologists, Primary Care/Family Practice Doctors, Internists, Orthopedic Surgeons, Pain Specialists, Anesthesiologists, Podiatrists, Psychiatrists, Neurologists, Office Managers, Nurses, Medical

DIRECTORS TERRITORIES COVERED: NC, SC, TN, VA, MD, DC,

WV, KY, OH, CT, NJ, MN, MI, WI, CA

PROFESSIONAL EXPERIENCE

ISPEN | MINNEAPOLIS, MN | 2021 TO PRESENT

Promoting approved product to Neurologist and Physical Medicine and Rehabilitation for treatment and management of upper and lower spasticity.

Neuroscience Account Specialist

Brought on board to utilize past neurology expertise to help grow the top 10 corporate accounts.

- Current sales at \$11,500 per day this is an increase of 22% over TTYL.
- Leveraging neurology product experience to assist in Central and Southeast regions. Process saw an increase at Virginia Spine Institute from 0 vials sold in 2021 to a YTD count of 300 vials sold in 2022.
- Worked with corporate to revamp the reconstitution training due to saline back order.

UCB PHARMA | GREENVILLE, SC | 2020 TO PRESENT

Promoting three approved products to Neurologist for treatment/and management of seizures.

PROVIDER LIASION EXECUTIVE

Recruited to maximize growth with flagship product going generic in final year. Currently ranked #20 out of 110 in Nation for Sales with mature product avg 5.2 Million per quarter. Ranked #8 in Goal Attainment with Lead product.

- Created 10 x 10 x 10 business tool. Results demonstrated 30% increase in portfolio prescribing. Modeled copied by SE leadership team and is in current use for Summer Contest.
- Created Kahoot questions for the region as team building event to build cohesiveness. Copied by manager for use with Sr. Leadership.

SHIRE (CKA TAKEDA) | GREENVILLE, SC | 2018 TO 2019

Promoted approved products in ADHD portfolio to prescribing HCPs/psychiatrists, maintained strong working relationships, delivered education-focused messages, and provided disease-state information.

EXECUTIVE SALES SPECIALIST

Recruited for leadership in crafting business plans to escalate performance for mature territories.. Built knowledge and confidence in identifying treatment gaps in all domains.

- Executed business planning workshop around maintenance customers to remove barriers to prescribing. Gained market share by age segmenting product and offering research with persuasive evidence to provide solution.
- Helped build business plan for Zone Director encompassing opportunities, wins/loses, and volume/territory goals. Guided on resource utilization and mapped specific insurance benefits to product opportunities

COLLEGIUM | MINNEAPOLIS, MN | 2016 TO 2018

Leader in responsible pain management offering portfolio of innovative and differentiated products for use in treatment of moderate to severe pain. Called on pain management and rehabilitation doctors and centers.

REGIONAL SALES MANAGER (MN, MI, WI)

Solicited by previous manager to help build out commercial sales team to support launch of new drug. Hired and mentored top-performing 9-member team. Identified KOLs to champion product and set up “Best 48” speaker programs. Devised novel messaging and helped reps work through objections by understanding trigger words meaningful to customers. Launched best-in-class 3-P marketing gameplan focused on provider, patient, and payer. Navigated between pharmacy and doctors to optimize prescription management. Managed \$1M budget.

- Strategically integrated managed care message into selling model and educated clients on coverage options to motivate doctors. Earned respect as consultant that understood what is important to practices and patients.
- Increased business 32% by training 60 sales representatives how to integrate sales content with managed care messaging. Developed workshop and trained 8 Regional Managers that cascaded information down to teams.
- Partnered with Marketing to customize plan for MN due to regulations against monetary promotions. Obtained funding for hospital display and grand rounds that helped rep outcompete DMs with discretionary budgets.

AVANIR PHARMACEUTICALS, INC. | MINNEAPOLIS, MN | 2014 TO 2015

Called on psychiatrists and neurologists promoting groundbreaking pharmaceutical treatments for people with rare disease central nervous system conditions including Pseudobulbar affect (PBA).

REGIONAL BUSINESS MANAGER (IL,WI,KS,IA,MO,NE)

Launched rare disease CNS product in new market with expansion geography, competing with other territories that had 7-year head start. Prepared speaker programs and arranged for hospital displays, grand rounds, and lunch and learns. Analyzed market to determine optimal promotional spend and resource allocation. Assisted with training and onboarding 500-person sales team that was integrated after acquisition by Otsuka.

- Recruited top-performing candidates and filled 7 of 8 expansion territories in 45 days. Quickly achieved high ranking despite new hires with unknown product competing against peers with more time and tenure.
- Improved regional contribution which led to area climbing 7 spots in 10 months with 20% quarter over quarter growth, earning 4th spot in nation out of 15 Regional Business Managers.
- Tapped by VP of Sales to draft and deliver Plan of Action content at leadership meeting. Outlined messaging for short-/long-duration calls and objection handling to train RBMs over 3.5-hour meeting.

ORACLE | MINNEAPOLIS, MN | 2013 TO 2014

Front-office automation application designed for automotive industry to allow manufacturers, distributors, importers, and dealers to respond to needs of retail/fleet customers by telephone, in person, or over the Web.

CUSTOMER EXPERIENCE, APPLICATION SALES (CA)

Called on CIOs, CTOs, COOs and Sales/Marketing VPs to promote value of SaaS-based Siebel CRM. Sold licenses and extended licenses to major automotive manufacturers including Toyota, Mazda, and Hyundai. Prepared RFPs and negotiated terms and conditions. Overcame client objections and hesitancy to move to cloud-based system persuading stakeholders on value of licensing.

- Blew out annual sales goal 320% within 4 months. Captured multimillion-deal and strategically collaborated with outside Account Manager to form partnership that helped exceed yearly inside sales target.
- Won award for compelling toastmaster speech on leadership. Tapped to help 100+ inside sales team improve presentation and speaking skills as Toastmaster Coordinator for internal sales division.

AMERITOX | MINNEAPOLIS, MN | 2011 TO 2013

Called on pain management centers to educate on medication monitoring solutions and urine drug testing services that help physicians assess medication adherence of patients on chronic opioid therapy.

DISTRICT SALES MANAGER (NC,VA,TN,WV,DC,MD, MN)

Steered vision for newly created territory and formulated strategies to exceed new physician and sample volume targets. Propelled district ranking in 6 months leading 15-member sales team owning largest geographic span of control formed from disparate areas. Collaborated with VP of Sales on short-/long-term business planning.

- Inherited 15 account managers struggling as unified team. Piloted vision and mission, Be More than a Passenger, to rally group around common goals, improve productivity, and increase efficiencies with strategic coaching.
- Designed model leadership roles to leverage synergies, decrease redundancies, and improve profits. Presented New Vision rollouts at national sales meeting that sparked implementation as company best practice.

KING PHARMACEUTICALS | RALEIGH, NC | 2007 TO 2010

Led company's highest award-winning team, expanded territory database 32%, grew market share, and captured 2010 #1 district for this specialty pharmaceutical company with \$1.78 billion in sales.

PAIN SPECIALTY DISTRICT SALES MANAGER (2008 TO 2010) PRIMARY CARE DISTRICT SALES MANAGER (2007 TO 2008)

Recruited to strengthen leadership bench, accelerate sales, and expand profits by stretching limited marketing resources. Provided clarity and stability during multiple organizational transitions, continuing to exceed/meet targets with reduced staff. Examined territory deficiencies and uncovered opportunities for greater penetration. Interviewed, hired, and trained 10-member team. Served on National Advisory Board for New Product Promotion.

- Elevated portfolio sales attainment to #5 out of 57 districts for 2008, #2 for 2009, and #1 in 2010. Raised team performance for Embeda to #4 market share out of 15 districts.
- Mentored, coached, and promoted top-performing future leaders, including 2 national #1 sales reps. Presented to 75 executives at national leadership meeting and headed "train the trainer" sessions.

TAKEDA PHARMACEUTICALS | CHARLOTTE, NC | 1999 TO 2006

Promoted through 3 positions as essential trainer and member of inaugural launch team for introduction of Actos.

PRIMARY CARE DISTRICT SALES MANAGER (2003 TO 2006) SALES TRAINER, CORPORATE HEADQUARTERS (2002 TO 2003)

Drove \$12M+ in revenues and #1 leader in Actos sales for Mid-Atlantic South region. Challenged to construct a 250-member sales force that was field ready in 3 months. Controlled \$1.5 million operating budget.

****Early career includes positions with Takeda, Pillsbury Company, and Brussels Bulls Basketball Club**

EDUCATION

**BS IN HEALTH & EXERCISE SCIENCE ■ FURMAN UNIVERSITY ■ GREENVILLE, SC
MBA ■ STRAYER UNIVERSITY ■ RALEIGH, NC ■ COURSEWORK 60% COMPLETED**

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