

STEPHEN J. JACOBS

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26759 Mirage Road
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EXECUTIVE PROFILE

Senior-level Sales & Marketing Executive with career record of exceptional success in healthcare markets including Medical Device, Biotech, and Pharmaceutical. Transformational leader who has quickly and successfully taken startup organizations to unprecedented achievement, turned around failing organizations, and spearheaded sustainable growth with mature, Fortune 100 companies. Ramps up quickly and is able to understand and fluently discuss the science and technology behind complex product offerings. Cultivates long-term relationships with physicians, hospital administrators, pharmacy managers, clinicians, nurses, and gatekeepers.

Motivator with an eye for talent who recruits and retains sales megastars and empowers them to surpass all expectations. Innovator who "plays to win", leads with unshakable integrity and a tireless work ethic. Fearless in challenging, fast-paced environments. Broad network of industry colleagues, associates, and clients.

AREAS OF EXPERTISE

Sales & Marketing Management
Acquisitions & Joint Ventures
Team Dynamics & Leadership

Business Development
Early Stage & Turnaround Arenas
Communication & Presentation

Client Relationship Management
Strategic Planning & Execution
P&L / Budget Management

PROFESSIONAL EXPERIENCE

FRESENIUS MEDICAL CARE, INC.

2007 – 2009

(World's largest, integrated provider of dialysis products and services - www.fresenius.com)

Vice President, Market Development

- Hired to spearhead market development efforts for the \$2+ billion, 20-state West Division dialysis market.
- Led team of 10 Directors charged with building relationships with nephrologists to define and address their practice management and business needs, and to identify opportunities to expand Fresenius market presence.
- Ranked #1 of five business units for total growth at 4.0% vs. 2.7% for nation in first 12 months.
- Presidents Club Criteria 2008- #2 (tied) for Same Store txt Growth (3.2%), #1 for Acute txt Growth (8.8%), #1 (tied) for Acumen licenses, #2 (tied) for % Directors Meeting Target.
- Co-led development of 3-year Divisional Strategic Plan for treatment and revenue growth.
- Key role in identifying, qualifying, and orchestrating potential acquisition candidates and joint venture partners.

DEPUY SPINE / JOHNSON & JOHNSON CORPORATION

2005 – 2007

(Global leader in design, manufacture, and supply of orthopedic devices and supplies - www.depuyspine.com)

Area Vice President

- Recruited to rebuild a struggling \$60 million spinal implant business spanning 12 states from Alaska to Arizona.
- Span of leadership increased from 3 to 4 Distributor Principle (DP) teams (~80 FTEs) in first 6 months.
- Transformed disenfranchised group into cohesive team of high-performance, corporately aligned partners.
- Achieved #1 growth of 6 areas in cervical products portfolio growth during 1st year.
- Grew overall sales 8% by year 2.
- Two DP teams earned President's Club recognition
- Introduced and led national initiative to design and implement the DP business planning alignment process.

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CENTOCOR / JOHNSON & JOHNSON CORPORATION

1998 – 2005

(Maker of Remicade[®], a leading-edge pharmaceutical treatment for RA & Crohn's disease – www.centocor.com)

Sr. Regional Business Director, GI Franchise, West Region, '04-'05 / Regional Business Director, RA & GI Portfolio, West Region, '02-'03

- As Regional Business Director, led 5 Area Business Managers, 1 Reimbursement Manager, and 46 Sales & Reimbursement Specialists promoting Remicade[®].
- #2 of 4 regions for revenue growth in the 2003 sales campaign; delivered 105% sales vs. quota to \$325 million.
- Promoted to SRBD role to lead the franchise GI/Rheumatology reorganization to optimize Remicade[®] sales and to prepare for the Ulcerative Colitis indication.
- Drove more than 17% growth in GI *trackable* accounts (#1 of 3 regions).
- Grew sales to \$125 million (est.) in the GI market, a revenue increase of more than 20% YOY.
- Promoted 2 Area Business Managers, each leading their teams (both previously poor-performing Areas) to "President Club" respectively in their second years at the helm.

Director, Clinical Information Scientists, Medical Affairs, '00-'01

- Asked by senior management to establish a field-based Medical Affairs organization to cultivate Key Opinion Leaders (KOLs) in support of research and treatment of Immune Mediated Inflammatory Diseases (IMIDs).
- Recruited 3 Regional Managers and 28 Clinical Information Scientists (CIS's), defined territories, wrote job descriptions, and gained senior management plan approval.
- Provided thought leadership and subject matter experts (SMEs) whose work and efforts were key in supporting field business development efforts, and helped to create unprecedented product growth (reached \$1 billion in 2001).
- Team provided effective liaison between physicians, sales, marketing, and clinical R&D.
- Organization led the development of clinician advocates and supported IIS & Phase IV study & publication plan.
- Team extended breadth of topics for publication resulting in 3-fold increase in abstract submissions and associated publications.

Senior Area Business Manager, Midwest Area, '98-'99

- Recruited as 1 of 7 sales managers charged with assembling an elite biotechnology sales force to assure the successful introduction of Remicade[®] to the Crohn's Disease market.
- Led team to President Club honors and #1 ranking with \$8 million (\$35 for nation) during launch campaign.
- Hired all 3 of the #1 nationally ranked Sales Reps during the company's startup and first 3 years of operation.

MERCK & COMPANY, INC.

1997 – 1998

(International developer, manufacturer and distributor of pharmaceuticals – www.merck.com)

Market Development Manager, US Human Health

- Recruited to lead a newly established group of 12 Market Development Specialists charged with expanding the recognition of osteoporosis patients, thereby increasing the sales potential of Fosamax[®].
- Built alliances and provided strategy, guidance, and marketing expertise for non Merck-owned bone density (DEXA) providers/entrepreneurs.
- Developed product advocates, KOLs, and education programs.

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ABBOTT LABORATORIES, INC.

1989 – 1997

(Developer of a wide spectrum of healthcare products from pharmaceuticals to medical devices- www.abbott.com)

Specialty District Sales Manager, Neuroscience Business Unit, '96-'97

- Directed 12-member team of neuroscience sales representatives; restructured district to optimize impact of "office-based" and "institutional" expertise.
- Launched Depakote® migraine indication and bi-polar indication.
- Drove 25% YOY sales growth, surpassing national average of 18%.

District Sales Manager, Primary Care Business Unit, '93-'96

- Led team of 9 primary care sales representatives in urology, cardiovascular, antibiotic, and GE markets.
- Took team from 42nd of 44 districts to #4 in 2 years achieving "All-Star" DM recognition.
- Chronicled turnaround in "How to Deal with Plateaued Representative" report; outlined process of reenergizing sales team through motivation, accountability, and clarity of expectations; methods utilized in sales training.
- Leader of SMAC team (Sales and Marketing Advisory Council), a conduit between sales and marketing functions; reviewed promotional pieces and marketing collateral prior to final distribution.

Sales Training Manager, Antimicrobials Business Unit, '91-'93

- Selected from 20+ candidates to develop anti-infective training materials in preparation for 2 major product launches
- Member of the Biaxin® & Omiflox® launch teams.
- Achieved 1st-year record sales of \$120 million (eclipsing previous antibiotic sales record by ~\$20 million).
- Participated in largest sales force expansion (from ~125 to 750 primary care sales representatives).

Medical Sales Representative, Pharmaceutical Division, '89-'91

- Sold extensive pharmaceutical and diagnostic products portfolio to primary care physicians and specialists.
- Turned around underperforming territory from 89th of 93 to 9th in Region.
- Exceeded goals for diagnostic sales including the Vision™ chemistry analyzer and doubled Hytrin® market share within 1st year.

EDUCATION

BS (*magna cum laude*), Biology, Franklin Pierce College, Rindge, NH, 1985. Dean's Honor List.