

SERENA WILLIAMS

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CHIEF BUSINESS OFFICER

Customer-focused MBA with a background in chemistry, merges technical prowess with business acumen. Expands existing markets, penetrates new markets, and builds capabilities, increase scope and drives revenue, based on innovative strategies and market trends. A pharmaceutical contract manufacturing rainmaker specializes in active pharmaceutical ingredient and drug product sales, technology licensing, and new product development. Fluent in the drug development process and regulatory requirements. Multi-cultural Chief Business Officer with global experience, recruits, mentors and motivates through effective communication while inspiring excellence and empowering execution. Maintains double-digit growth and profitability while mitigating risk, enabling employers to exceed their financial objectives.

SELECT CAREER ACCOMPLISHMENTS

- ▶ Added seven new products increasing sales 300% for Pharma USA, Inc.
- ▶ Produced €14M to €18M in new business yearly for Pharma International.
- ▶ Negotiated business acquisitions, asset purchase, joint ventures and tech licensing deals for ABC Pharma.

SKILLS

API | Coaching | Customer Focused | EBITDA | Facility Operations | Fluent English & Italian | Global Sales | Management Experience | Manufacturing Operations | Mentor & Coach | New Product Development | Communications | P&L | Pricing Strategy | Recruiting | Regulatory Compliance | Revenue Growth | Risk Management | Strategic Direction | Team Building

PROFESSIONAL EXPERIENCE

PHARMA INTERNATIONAL ♦ ATLANTA, GEORGIA

12/2016 – PRESENT

DIRECTOR, GLOBAL HIGHLY POTENT & ONCOLOGY PLATFORM

Manage over €100M in sales. Direct the strategy and global sales, for API and drug product (oral and parenteral). Establish target customers and products for sales and evaluate new business opportunities. Oversee all strategic CAPEX. Accountable for the platform budget and pricing strategy.

- ▶ Four disparate autonomous facility sites lacked brand recognition and breadth to compete in the marketplace.
- ▶ Integrated sites into a single cohesive brand that leverages combined assets to diversify and add value to services.
- ▶ Created a fresh marketing and branding repositioning strategy, "One Platform, Nine Sites Solution."
- ▶ Established value-based pricing strategy.
 - ✓ Brought in between €14M to €18M in new business every year.
 - ✓ Gained vendor status with three new customers; negotiating a fourth for potentially \$40M in new business.
 - ✓ Increased XYZ profitability by 3 to 5%.

CORP. USA, INC. ♦ WESTPORT, CT

10/2013 – 08/2016

VICE PRESIDENT, BUSINESS DEVELOPMENT & STRATEGY

Recruited by CEO to lead, rebuild global sales, and standardize operation processes. Establish financial objectives. Led global strategies for contract manufacturing, generic API and chemicals with sales of \$86M and managed 12.

- ▶ The drug selection occurred in India without competition market data, missing opportunities to generate sales.
- ▶ Built trust and cultivated relationships with Cabogen-Amcis customers to upsell Dishman manufacturing services.
- ▶ Redefined contract manufacturing strategy to leverage internal resources to maximize win/loss project ratio.
- ▶ Created cross-functional teams fluent in markets, development and trends to develop generic APIs.

- ✓ Launched seven new profitable products in three years, increasing sales by 300%.
- ✓ Grew contract manufacturing from 0 to \$10M; increased generic and chemical sales by 12%.
- ✓ Reduced employee attrition, raised job satisfaction, and increased sales team productivity.

PHARMACEUTICALS USA, INC. ♦ JERSEY CITY, NJ**05/2010 – 09/2013****SENIOR DIRECTOR, BUSINESS DEVELOPMENT | MEMBER OF THE EXECUTIVE COMMITTEE**

Led business and corporate development (acquisition, licensing, and joint ventures,). Built commercial sales to introduce branded generics in the US, secured pharmacy license, and arranged Third Party Logistics.

- ▶ Created business plan, formulated/executed M&A strategy, product licensing and post-acquisition integration.
 - ✓ Forged a joint venture with Hisun/Pfizer for a registered value of \$250M.
 - ✓ Completed the acquisition of 4 Abbreviated New Drug Applications, 2 solid dose facilities and Respirics assets.

PHARMA SOURCE, INC. ♦ HIGHBRIDGE, NJ**09/2009 – 05/2010****DIRECTOR, BUSINESS DEVELOPMENT**

Oversaw global business development for contract manufacturing service (parenteral drug product), managed P&L, branding, website production and marketing strategy to attract third party business bring into the facility

- ▶ Repositioned the business as a niche service provider with expertise in PEGylation and liposomal formulation.
 - ✓ Identified and developed new aseptic liquid fill business for seven qualified leads.

PHARMA COMPANY WORLDWIDE ♦ NEW TOWN, PA**08/2006 – 09/2009****TECHNICAL OPERATIONS FOR MEDICINES GROUP | ASSOCIATE DIRECTOR, CONTRACT MANUFACTURING ORGANIZATION**

Received three President's Awards for contributions to strategic divestitures.

Managed product and business divestitures for technical operations, performed due diligence on the impact on manufacturing, supply chain, distribution, regulatory and finance on all assets identified for global divestitures.

- ▶ Negotiated supply contracts, transitional services, side letters, release of claims, and dispute resolution.
 - ✓ Supported \$525M medical Imaging deal, \$4.1B ConvaTec deal and \$720M Mead Johnson Nutritionals IPO.
 - ✓ Produced \$300M in revenue for technical operations.

PHARMA USA, INC. HOUSE STATION, NJ**08/2000 – 08/2006****NEW BUSINESS DEVELOPMENT DIRECTOR (2004 – 2006) | DIVISIONAL SALES MANAGER (2000 – 2004)**

Presided over pharmaceutical services corporate development topline growth. directed sales and marketing strategies for new product and service launches in addition managed existing \$11M client portfolio.

- ▶ Presented a compelling business case to build a manufacturing facility for highly potent APIs.
- ▶ Spearheaded construction of highly potent API lab and production facility; represented 20% of division's revenue.
- ▶ Negotiated multi-year supply and development contracts with small and large pharmaceutical companies.
 - ✓ Delivered cytotoxic API production facility on budget, on time and exceeded business plan milestone.
 - ✓ Acquired on average 3-4 new clients annually and expanded business from \$0 to \$11M.

EDUCATION & AFFILIATIONS

University, College of Business | Madison, NJ

Master of Business Administration, Pharmaceutical Management

University | Teaneck, NJ

Bachelor of Science, Chemistry