

# CHRISTOPHER NEUMAN

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## PRESIDENT / CEO WITH 12 YEARS OF FULL P&L RESPONSIBILITY

### Expert in: Marketing ~ Product Identification & Review ~ Start-Up & Turnaround Management

**Entrepreneurial Marketing and Operations Management Executive** successful at leading midsize Pharmaceutical, Biotech and Medical Device companies to grow in value, and be positioned for rapid expansion and/or acquisition by an industry leader or a Venture Capital firm. Business and scientific understanding of the relationships between R&D, clinical trials, production, marketing and technology; with a track record of negotiating contracts & licensing agreements, and evaluating offerings from pharma/biotech companies and the processes and finances needed to achieve value enhancing deals. Level headed business strategist and team leader with a keen sense of purpose and urgency when faced with solving diverse situational challenges in marketing, plant operations and finance. Adept at establishing product development pipelines, new markets, and operational excellence within culturally diverse environments. Able to translate conceptual models into specific growth strategies, and plan and execute multi-faceted global business development campaigns designed to improve market share and gross revenue. Over twenty years of proactive Board of Director experience with commercial companies, not-for-profit institutions and industry associations.

#### Key qualifications include:

- ◆ Long and Short Term Corporate Vision & Strategic Planning
- ◆ Joint Ventures & Strategic Business Partnerships
- ◆ Financial Planning & Analysis and Full P&L Management
- ◆ Cross-Border Trade & Finance Transactions
- ◆ Product Portfolio Acquisition and Marketing & Product Branding
- ◆ International Product Development & Direct Marketing
- ◆ Market Penetration & Pricing Strategies
- ◆ Competitive Analysis & Innovative Go-To-Market Thought Leadership
- ◆ IPOs - Capital Markets - Venture Capital - Private Financing - M&As
- ◆ Investor, Stakeholder and Board of Directors Relations / Public Relations
- ◆ Divestitures / Change Management / Turn Around Management
- ◆ Cost Reduction/Containment & Revenue/Profit Optimization
- ◆ Plant Management /Operations Re-engineering / Process Improvement
- ◆ Negotiating/Bidding Hospital Contracts

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#### EDUCATION

Masters Business Administration in Marketing, Concordia University  
Bachelor of Commerce in Management, Concordia University  
Bachelor of Science in Chemistry, SGWU University  
Numerous Seminar Courses Related to Senior Management

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#### SELECTED ACCOMPLISHMENTS

- ❖ Turned around ALZA Canada - Baker Cummins, a company performing well below expectations, and achieved 650% growth in less than 4 years. This was achieved by re-defining the overall business strategy, divesting the legacy OTC low margin dermatology products, and investing in the urology based Rx products; the main urology product became the *Gold Standard* in its indication. Also established effective market planning and marketing efforts, novel direct to the consumer educational programs (Rx product) along with professional accounting, forecasting and supply chain management systems. Established professional business systems within complete company.
- ❖ Gained FDA, TPP, and EU approval for Pheromone Sciences Corp. to market a new medical device by rebuilding a clinical trial that would not have passed rigorous critical evaluation. Met personally with leading experts to better understand the medical conditions, measurements and processes, and created new clinical study process with all record keeping documents as per FDA standards; recruited experts in fertility to do research and hired Duke University Clinical Research Institute to conduct statistical analysis.
- ❖ Provided a new client with marketing assessments of several potential product acquisitions including potential sales revenues given the warranted investment in pre and post marketing investments; analysis included competitor assessment, strengths, weakness and likely competitive responses. Recommendation on 8 projects was to not acquire the product, which validated management's opinion; and for a major Rx pain product the forecast was within a few percentage points of actual performance after 24 months.
- ❖ Consulted for a pharmaceutical client to determine the effects of a price increase of a prescription product in a controlled marketplace like Canada. After carefully evaluating and assessing the benefits / risks of a substantial price increase, recommended a 95.5% price increase based upon patent status, competitive pricing, formulary restrictions, usage patterns, consumer behavior with unanimous corporate buy-in and no more than the anticipated operational and marketing issues to develop actions to deal with.
- ❖ Organized new prescription business in Canada with goal to extend business to USA within 24 months. Prepared all materials required for \$25 million IPO and built business plan designed to hit C\$300M in 5 years. Evaluated and created revenue and market potential forecast for over 200 products and selected 54 for Canadian launch over 4 years time frame. Recruited exemplary Board of Directors, hired corporate lawyers, trademark lawyers, auditors etc.

## PROFFESIONAL EXPERIENCE

**C. NEUMAN & ASSOCIATES, Toronto, Ontario**

**2006 to Present**

**MANAGING DIRECTOR / LIFE SCIENCES BUSINESS CONSULTING SPECIALIST**

Obtained projects in consortium with In Initiative Inc. and Pangaea Customized Consulting (Canada's leading Pharmaceutical/Biotech consulting firms), Dexell Marketing Inc., and through referrals from personal contacts. Provide comprehensive business, sales & marketing and operations expertise focusing on multiple healthcare clients Rx, OTC, Natural Health Products, and medical devices.

Long Term Consulting projects focused on:

- ❖ Establishing new companies in Canada, including the creation of detailed business plans with supporting budgets.
- ❖ Providing resource deployment studies for clients; successfully launching several corporate re-organizations / re-structures
- ❖ Strategic & Corporate planning, new product valuation, acquisition or divestment advice; managing new product and market assessments and conducting Market Access Projects / Pricing Evaluations.

**GENEPHARM CANADA, Toronto, Ontario (Canadian subsidiary of European specialty, generic & Brand Pharma Co)**

**2004 to 2006**

**PRESIDENT & CEO / DIRECTOR & BOARD SECRETARY**

Brought on board to start-up new North American operations with total responsibility for P&L, strategic planning, marketing & sales, operations management, business development, TSX & investor relations, finance and regulatory affairs.

Highlights

- ❖ Established strategic planning process and execution of regulatory and marketing activities in support of the operations plan to submit 54+ drug product dossiers to Health Canada. Business plan was to become \$300+ million business by 2010 and lead the business expansion into the USA.
- ❖ Organized all aspects of a new prescription specialty drug business as a Canadian spin off from the European based operational company.
- ❖ Conducted all activities required to launch a \$25 million (Canadian) IPO and a TSX listing, including the recruitment and engagement of Board Members, key corporate lawyers, auditors, investment bankers and senior staff recruitment, writing of prospectus and other support documents related to the financing and operating the business (business plan, market research reports, market assessments).

**PHEROMONE SCIENCES CORPORATION, Toronto, Ontario**

**2000 to 2004**

**PRESIDENT & CHIEF EXECUTIVE OFFICER / DIRECTOR & BOARD SECRETARY**

Maintained full accountability for the global operations, P&L, strategic planning, operations/financial management, business development, advocacy development, investor relations, clinical research, regulatory affairs, marketing activities, internet sales strategy and fund raising for this TSX listed Pharmaceutical & Medical Device R&D company ),

Highlights

- ❖ Achieved FDA, CE Mark (Europe) and Health Canada approval for key product: the fertility prediction medical device, the Fertility Monitor™ and created R&D programs to expand technology for use in the animal health marketplace. The Fertility Monitor was approved after clinical trials were executed at Thomas Jefferson University Hospital and Duke University Hospital. Duke University Clinical research Institute was hired to conduct the statistical analysis of the trial results.
- ❖ Reduced operating expenses by 35%, created royalty flow of 5% of all sales for technology in the Far East (out-license), led 3 rounds of private equity financing and sold technology to a Florida based company with substantial ROI.

**ALZA CANADA / BAKER CUMMINS INC., Markham, Ontario**

**1995 to 2000**

**PRESIDENT & GENERAL MANAGER**

Successfully drove business strategy, sales & marketing and product & business development for a line of dermatology and urology products, and was instrumental in establishing productive business relationships with physicians and consumers with stellar results in terms of revenue and brand recognition.

Highlights

- ❖ Propelled this Canadian subsidiary of an international pharmaceutical company from \$2 million to \$25 million revenue with corresponding improvement in profit margins achieved through aggressive market expansion and market penetration strategies.
- ❖ Acquired 8 urology oriented products directed at the established key customer groups; identified several products in company's American operation that would be additive to Canadian operation; and divested dermatology line of products which no longer fit the organization.
- ❖ Initiated clinical research program for lead product to penetrate new areas of usage for product with results surpassing expectations.
- ❖ Increased sales force productivity by 25%; and realigned business operations while introducing technology to improve overall productivity. Also instituted strict financial controls and supply chain management features to enhance the company's competitive edge.

**BOOTS PHARMACEUTICALS, Toronto, Ontario**  
**DIRECTOR OF MARKETING & BUSINESS DEVELOPMENT**

**1993 to 1995**

Directed and led all marketing and business development activities for the Canadian division of this UK based multinational Pharma Co; in addition to business development responsibilities (part-time) at the Chicago based USA office for a period of 9 months.

**Highlights**

- ❖ Grew total company revenues by 60% through the implementation of new marketing and business development strategies, team building, mentoring and innovative product awareness & sales training measures.
- ❖ Grew Synthroid® sales by 20% and market share +22% by repositioning the brand and aggressively marketing it in the face of direct head to head competition.
- ❖ Contributed to international marketing efforts of company by playing a key membership role on cross-functional international product development and marketing teams in the cardiovascular and CNS product categories.

**PHARMASCIENCE INC., Montréal, Québec**  
**DIRECTOR OF SALES & MARKETING**

**1991 to 1993**

Successfully directed all marketing, sales and distribution activities for all divisions at this national brand, generic and diagnostic Pharma Co (Brand Rx, Generic OTC. Allergy, Surgery, Fertility); and led a team of 120 employee in marketing, sales, customer service, order processing and telemarketing.

**Highlights**

- ❖ Grew sales by 44%, achieved by implementing innovative sales & marketing and team building strategies.
- ❖ Established market planning system and process for all business plans covering 500+ SKUs.
- ❖ Spearheaded the growth in professionalism of the sales and marketing team by bringing sophisticated big pharma planning and training skills to the organization.
- ❖ Launched several new products in branded and multi-sourced product markets each year.

**MARION MERRELL DOW INC., Laval, Quebec**  
**DIRECTOR OF MARKETING (1987-1991) / GROUP PRODUCT MANAGER (1985-1987) / PRODUCT MANAGER (1983-1985)**

**1983 to 1991**

Directed all marketing and business development activities for all divisions of this multinational pharmaceutical company now known as Aventis. Responsibility included project management for all product launch activities, management of CME activities in support of the products, development of staff. Represented the company at industry association functions. Specific skills utilized include strategic planning, budget creation and control, creation of in depth, novel and creative business plans and staff motivational plans.

**Highlights**

- ❖ Accelerated revenue from \$1 million to \$25 million for Sulcrate® by re-positioning the product competitively.
- ❖ Launched major new product for hypertension and angina, leading company to top 5 industry sales position along with several product line extensions.
- ❖ Directed a very substantial advertising and promotional campaign with a correspondingly large sales budget, managed marketing department of 28 people (brands in cardiovascular, wound care, endocrinology, gastrointestinal and general medicine products).
- ❖ Became leader within International Marketing community for our products
- ❖ Improved branding recognition and sales for a basket of OTC and prescription products in multiple therapeutic classes through creative marketing and sales leadership.
- ❖ Established and managed telemarketing sales department.

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**LANGUAGES**

Fluent in English and French

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**CURRENT BOARD MEMBERSHIPS & PROFESSIONAL AFFILIATIONS**

Toronto Central Community Care Access Centre – Director, Member Governance Committee – 2009 (a \$180 million agency with 500+ staff)

Myrex BioPharmaceuticals – Director 2008-2009

Canadian Food Safety Institute – Director 2008-2009

Toronto Biotech Initiative - Member since 2000

Canadian Healthcare Licensing Association - Founding Executive 1993 – 1996 and 2004 – present

University Lecturer: Concordia University: Marketing and Management, 1983 - 1993 / McGill University MBA Program: Marketing, 1987– 1993