



Katie MacFarlane, Pharm.D.

SUMMARY

Proven professional with 18 years of pharmaceutical industry experience, including product development, marketing, sales management, and clinical research. Key capabilities include product launches, co-promotion, strategic product development, and product lifecycle planning.

PROFESSIONAL EXPERIENCE

Managing Partner, SmartPharma Consultants: October 2007-Present

- Provide marketing services to pharmaceutical companies, including market analysis, launch preparation, key opinion leader development, promotional material development, and sales force alignment.

President and Chief Executive Officer, Xintria Pharmaceutical Corp: June 2006-Present

- Leading a start-up company in the development of berberine for treatment of dyslipidemia and Type II diabetes.
- Active in securing funding from investors, venture capitalists, and investment banks.
- Direct activities of consultants, vendors, and advisors to plan and complete Preclinical, Phase I, and Phase II studies in the U.S. and China.
- Member of Board of Directors.

Vice President, Women's Healthcare and Product Planning, Warner Chilcott, Inc.: 2001-2006

- Managed sales and marketing team for all Women's Health Care products.
- Managed Product Planning team to assure products move through the development pipeline to approval and launch.
- Launched new products, including Femring[®], Loestrin 24[®], and Femtrace[®].
- Managed Women's Healthcare sales team (220 representatives and 24 managers) in the promotion of oral contraceptives and hormone therapy.
- Participated in due diligence and deal negotiations for purchase of Sarafem[®] from Lilly, femhrt[®], Estrostep[®], and Loestrin[®] from Pfizer, and co-promotion of Dovonex[®] with Bristol-Myers Squibb.
- Member of new products committee, active in decision-making regarding priority of and funding for drug development projects.

Regional Manager of Sales, Northeast Region, Parke-Davis division of Warner-Lambert and Pfizer, Inc.: 1999-2000

- Responsible for 10 district managers and 100 sales representatives in the Northeastern U.S.
- Managed Primary Care, CNS specialty, and hospital sales forces in the promotion of Lipitor[®], Rezulin[®], Accupril[®], Neurontin[®], Celexa[®], and femhrt[®].

Senior Director of Marketing, CNS, Parke-Davis division of Warner-Lambert and Pfizer, Inc.: 1998-1999

- Directed Parke-Davis in launch and co-promotion of Celexa[®] with Forest Laboratories. Celexa sales reached \$350MM in first year, one of the top 10 launches in the pharmaceutical industry.

Director of Marketing, Lipitor[®], Parke-Davis division of Warner-Lambert and Pfizer, Inc.: 1995-1998

- Responsible for development of product positioning, launch campaign, and launch marketing strategies, achieving over \$1 billion in sales in 12 months.



Katie MacFarlane, Pharm.D.

- Managed team in conduct of all Lipitor[®] marketing activities, including medical education, managed care, and sales force support.
- Responsible for pre-launch marketing: developed national thought leaders; developed 10-year lifecycle plan; reviewed and edited proposed package insert; developed campaign for consumers and physicians to increase awareness of need for better cholesterol reduction.
- Participated in evaluation and selection of Pfizer as co-promotion partner, development of contract terms for sales hurdles and A&P expenditures, and joint operating committee.
- Responsible for developing long-term strategic plan for Lipitor, including market analysis of potential new indications and planning for landmark clinical trials.
- U.S. Marketing representative to development team for avasimibe, antiatherosclerotic in Phase I/II development.

Product Manager, Accupril[®], Parke-Davis division of Warner-Lambert and Pfizer, Inc.: 1994-1995

- Responsible for Accupril marketing in hypertension and heart failure.
- Analyzed licensing and patent extension opportunities.

Clinical Scientist, Medical Research, Parke-Davis division of Warner-Lambert and Pfizer, Inc.: 1991-1994

- Developed Phase IIIb and IV clinical trials to support marketing of Lopid[®] and Accupril[®].
- Conducted advisory panels; developed study protocols; managed contract research organizations; wrote study reports; provided data to marketing team to support promotional efforts; assisted in sales training at product launches.

Postdoctoral Fellow, Hoffmann-LaRoche, Inc. and Rutgers University: 1989-1991

- Completed 2-year postdoctoral fellowship in Industrial Clinical Pharmacy.
- Developed and conducted clinical trials for Xenical[®] (Phase I/II) and Librax[®] (Phase IIIb).
- Supported the sales force by providing drug information and sales training.
- Delivered lectures and seminars as adjunct faculty, School of Pharmacy, Rutgers University.

Clinical Pharmacist, Wishard Memorial Hospital, Indianapolis: 1988–1989

Retail Pharmacist (part-time), Grand Union, Belleville: 1989–1991

Pharmacy intern, University Hospitals of Cleveland: Summers 1986, 1987

EDUCATION

Doctor of Pharmacy, Purdue University, 1987-1989

B.S. Pharmacy, Purdue University 1983-1988

PROFESSIONAL ASSOCIATIONS

Purdue School of Pharmacy Dean's Industrial Advisory Council

Healthcare Marketing Council – Faculty for Product Manager Development Program

Healthcare Businesswomen's Association