



## **Brian Zorn, PharmD**

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### ***SUMMARY***

Proven professional with 18 years of pharmaceutical industry experience, including product management, global product planning, business development, medical communications, and sales. A track record of success in new, entrepreneurial assignments and businesses. Key capabilities include strategic planning, pre-launch market preparation, new product assessments, product launches and lifecycle management.

### ***PROFESSIONAL EXPERIENCE***

*Managing Partner, SmartPharma Consultants, Nov 2007-present*

- Provide marketing and business development services to pharmaceutical companies, including market analysis, product assessments, licensing and co-marketing assistance, launch preparation and communication materials development.

*General Manager, Trio, an ICC Company, 2005-2007*

- Creation of a new, innovative medical communications agency.
- Responsible for all business operations including client-specific brand planning and new business development.
- Clients in women's health, orthopedics, allergy, anesthesia, diabetes and cardiovascular; led 6 new product launches.

*Senior Vice President, Management Supervisor, Integrated Communications Co., 2003-2005*

- Agency leadership for Novartis' U.S. and global cardiovascular franchise.
- Provided strategic direction on all marketing efforts.
- Direct interaction with Novartis senior management.

*Senior Vice President, Management Group Director, Euro RSCG Life LM&P, 2001-2003*

- Directed a multidisciplinary agency team for Bextra®, a new, globally launched COX-2 inhibitor and Dynastat®, its injectable form, with Pharmacia and Pfizer.
- Served as main agency resource in the delivery of strategic initiatives including product positioning, marketing plan development and launch implementation.
- Key member of the Pharmacia/Pfizer Commercial Leadership team for the COX-2 inhibitor franchise.

*Senior Director, Marketing & Business Development, Therics, Inc., 2000-2001*

- Managed all business development for internally developed tissue-engineering products and novel dosage systems.
- Developed business strategies and market assessments for internal product development and external collaborative relationships.

*Senior Director of Marketing, CNS, Parke-Davis Division of Warner-Lambert, 1999-2000*

- Directed U.S. pre-marketing efforts for pregabalin, a novel CNS compound in phase III for chronic pain, anxiety disorders and epilepsy. (Lyrica® launched by Pfizer, 2005)
- U.S. marketing representative on global development team responsible for determining launch sequence, market image, clinical communication plan and life-cycle clinical studies.
- Creation of new physician advisory boards in pain and psychiatric disorders.



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*Senior Director, Anti-Infectives Disease Team, Director, Anti-Infectives Disease Team Parke-Davis Division of Warner-Lambert 1996-1999*

- Established the anti-infective franchise for cephalosporins and quinolones, successfully launched Omnicef® and prepared for the launch of clinafloxacin.
- Directed all marketing efforts, including management of license partner Fujisawa, selection and implementation of a pediatric sales force and out-licensing to Abbott.
- Developed advisory boards for pediatrics, infectious diseases and critical care

*Director, Customer Marketing Midwest Business Unit Parke-Davis Division of Warner-Lambert, 1994-1996*

- Helped establish a new “Customer Business Unit” corporate structure.
- Created physician and managed care marketing programs for cardiovascular and CNS products.

*Associate Product Manager, Product Planning Parke-Davis Division of Warner-Lambert, 1993-1994*

- Provided Accupril® marketing support for European affiliates.
- Supported corporate strategic planning efforts by assessing in-line and pipeline synergies between Parke-Davis and other pharmaceutical companies.

*Senior Analyst, Product Planning Parke-Davis Division of Warner-Lambert, 1993–1993*

- Provided market research support for global product planning and licensing with an emphasis on anti-infectives and oncology.
- Completed market assessments on compounds for in-licensing; therapeutic areas included cardiovascular, allergy and CNS.

*Medical Specialty Representative, Parke-Davis Division of Warner-Lambert, 1991-Feb 1993*

- Promoted Lopid®, Accupril®, Dilantin® and Cognex® to physicians.
- Received national and regional sales awards in 1992.

*Parke-Davis/Rutgers University Postdoctoral Fellowship July 1989 – May 1991*

- Emphasis on new product planning, clinical research, medical and regulatory affairs.
- Completed 5-month clinical faculty assignment in oncology at the East Orange VA Hospital.
- Delivered lectures as adjunct faculty, School of Pharmacy, Rutgers University.

*Pharmaceutical Chemistry Research Assistant, InterX, div. of Merck, 1986-1988*

*Retail Pharmacist (part-time), Grand Union, Dumont, NJ, 1989-1991*

### **EDUCATION**

Doctor of Pharmacy, University of Kansas Medical Center, 1989  
BS Pharmacy, University of Kansas, 1988