

R RUSS BERRIE INSTITUTE
FOR PROFESSIONAL SALES

WILLIAM PATERSON UNIVERSITY

Industry Conference Series 2013

Pharma Sales 3.0

Thursday, January 31, 2013
8:00 a.m.–2:30 p.m.

1600 Valley Road
Auditorium



WILLIAM PATERSON UNIVERSITY

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Conference Overview

Global pharmaceutical and medical device companies had sales of over \$1 trillion in 2011. Sales are expected to increase at about 5%-8% annually for the next five years, and the U.S. will

continue to remain the single largest market. A substantial increase in sales is also expected from the emerging markets of China, Brazil, Russia, and India. A highly regulated environment, restricted physician access, and managing the triad of consumers, payors, and physicians pose considerable challenges for the sales force of the pharmaceutical and medical device companies. Keeping up with the challenges of Pharma 3.0, the industry has evolved from a traditional detailing model to consultative selling and from product-centric to customer-centric selling. This half-day pharma conference is packed with senior executives and academic faculty who will participate in panel discussions to develop a roadmap for pharmaceutical sales in a digital age. This conference provides an opportunity to build stronger ties among industry, academia, and the local community. Business professionals from pharmaceutical and medical device companies, students, and faculty are expected to attend.



Sessions

- **Today's Challenges and Tomorrow's Opportunities**
- **Using Social Media to Create Customer Value**

Panelists



Devon Eyer

Director, Corporate Social Media, Johnson & Johnson

Devon Eyer joined the Johnson & Johnson corporate communication team in 2011 with responsibility for developing the strategy, programs and platforms that help Johnson & Johnson build relationships and engage with fans and followers in social media.

Previously, she has managed public relations and communications at Johnson & Johnson's diagnostic and surgical businesses and Bell Labs/Lucent Technologies.



Sander A. Flaum

Principal, Flaum Navigators

Sander Flaum's professional consulting career began in 2004 at Flaum Partners and continues at Flaum Navigators. Prior to that, he was Chairman of Euro RSCG Life, a worldwide network of 43 healthcare agencies. He has worked for 18 years at Lederle

Laboratories (now Pfizer) where he was marketing head of prescription products, vaccines, and generics. Sander has won numerous awards for his contribution to the industry. He also writes monthly columns and has a weekly radio show. Sander has authored two books on leadership, *The 100 Mile Walk: A Father and Son on a Quest to Find the Essence of Leadership* (Amacom, 2006) and *Big Shoes: How Successful Leaders Grow Into New Roles* (Leadershape Publishing, 2009), and has been awarded the Hazan-Polsky prize for outstanding business books. He is also the Chairman and Founder of Fordham Leadership Forum, Fordham University Graduate School of Business Administration.



Dr. Prabakar Kothandaraman (PK)

Executive Director and Associate Professor, Russ Berrie Institute for Professional Sales, William Paterson University

Prabakar Kothandaraman (PK) has held academic tenure-track appointments at Drexel University and the Texas A&M University and research and administrative appointments at the Harvard Business

School India Research Center. He started his career as a salesman and has vast key account management experience in the area of high technology selling. His current research focuses on buyer-seller relationships, the role of the salesperson in CRM, and the tools organizations could use to systematically capture tacit CRM knowledge of their sales people. He has also written several case studies that have been published by the *Harvard Business School Press*. He recently served as an *UNDP Research Fellow*. PK has presented his research and won awards in leading academic conferences.



Dr. Sudha Mani

Visiting Assistant Professor, William Paterson University

Sudha Mani has been immersed in research relevant to the bio-pharmaceutical industry for the last nine years. Her research interests lie in the management of domestic and international inter-organizational relationships. Sudha was a research fellow at the Ivey

Biotechnology Center at the University of Western Ontario. She has also won several awards for her rigorous and managerially relevant research.



Richard P. Micali

Managing Director, RM & Associates, LLC

Richard Micali provides commercial planning and sales strategy development to the biopharmaceutical industry. He spent 25 years with Bristol-Myers Squibb where he began his career as a sales representative and progressed to positions of increasing responsibility, with his most recent experience being Vice President, Oncology Sales. He also spent three years at PDI. During his tenure at PDI, he was the Senior Vice President, Sales Services and Senior Vice President, New Markets and Services Strategy. He has built/expanded over 10 sales teams and launched 12 products.



Cliff Moore

Manager, Pharmacy Services, Morristown Memorial Hospital

Cliff Moore's primary responsibilities include management of services offered by the Pharmacy Department, including 95 full-time employees with a budget of approximately \$30 million. Prior to joining Morristown Memorial, Cliff was at Saint Clare's Hospital, NJ, where he managed 220 full-time employees with a budget of approximately \$28 million. He managed the services offered by the Pharmacy, Respiratory, Cardiology, Neurology, and Laboratory departments, including Cardiac Rehabilitation, Pacemaker Clinic, and the Center of Sleep Medicine. Cliff has over 17 years of experience as a buyer of pharmaceutical products and medical devices.



Rudraksh Sharan

Vice-President, Critical Care, The Medicines Company

Rudraksh Sharan has over 15 years of experience in the pharmaceutical industry. He has been responsible for several global brands and has also managed the strategic development and launch of a portfolio of cardiovascular products. Most recently, Rudy was head of the Global Dalcetrapib Team at Hoffmann La Roche based in Basel, Switzerland. Prior to this, he was a Global Brand Leader at Merck within the cardiovascular franchise. Before joining Merck (then Schering Plough), Rudy worked in marketing at a California-based start-up, Chromadex Inc.



Nagaraja Srivatsan

SVP and Head of Life Sciences, North America, Cognizant

Nagaraja Srivatsan has more than two decades of experience in the information technology industry and deep knowledge of the life sciences domain. Srivatsan has worked with many of the top 20 global life sciences organizations providing them comprehensive end-to-end business process and IT solutions. Prior to Cognizant, as Senior Vice President of Client Solutions, he had responsibility for Silverline's global outsourcing solutions consultants, and the company's advanced technology group. Srivatsan was recognized as one of the top 100 most inspiring people in the life sciences industry with an award by PharmaVOICE publication.

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Cotsakos College of Business
William Paterson University
1600 Valley Road, Auditorium
Wayne, New Jersey 07470

Conference Fees:

\$65 (includes breakfast and lunch)

To register online:

www.wpunj.edu/cpe

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PROFESSIONAL EDUCATION**

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For further information visit:

www.wpunj.edu/rbisales

or contact Dr. Sudha Mani at

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About the Russ Berrie Institute for Professional Sales

Representing a unique partnership between the private sector and higher education, the Russ Berrie Institute for Professional Sales (RBI) at William Paterson University was established by Russ Berrie, the late founder, chairman, and chief executive officer of Russ Berrie and Company, Inc., to elevate the profession of sales with programs for students and business professionals. A wide range of services are available through RBI, including consulting, customized solutions, and sales development programs for businesses seeking to maximize the effectiveness of their sales programs.