

# MARCIE S. WILSON

367 Sherman Avenue  
Chicago, IL 60345

[mswilson7@comcast.net](mailto:mswilson7@comcast.net)

Home: 847.333.4658  
Cell: 847.901.9876

---

## U.S. & INTERNATIONAL BUSINESS ANALYTICS, MARKET RESEARCH & FINANCE EXECUTIVE

---

**Business Development, Investment & Analysis • Marketing • Operational Finance • Portfolio Management  
Commercial Supply Chain Process Management • Strategic Planning & Analysis • Market Research • P&L  
Inline & Product Introductions • M&A • Business Planning Cycle Management • Project & Brand Management**

- Subject matter expert for negotiating and integrating co-development and co-promotion programs – successfully converted a traditional R&D environment into a commercially viable enterprise by introducing and defining consistent project management criteria in line with business objectives.
- A leader and participant in cross-functional team initiatives and for developing talent with a fact-based, open and positive leadership style.
- Advanced understanding of the product development process within R&D and product lifecycle planning.
- Expert in managing the commercial supply chain process for a multi-billion dollar division.

**HEALTHCARE • PHARMACEUTICALS • MEDICAL DEVICES • BIOPHARMACEUTICALS • ANIMAL/VETERINARY**

### PROFESSIONAL EXPERIENCE

**HEALTHWAYS GLOBAL CARE, Chicago, IL**

2001 – 2005

Makers of treatments for people with cancer, kidney disease, immune deficiencies, and other diseases, with \$4.8B in revenues and 37,000 employees (NYSE: HGC).

**Director, Business Analytics - Renal Pharmaceutical and Biologics**

Managed business analytics for \$800MM global renal product pipeline in a \$1.5B business. Developed project valuations and defined decision criteria for annual project development cycle.

- Introduced standardized methodology and processes to globalize technology investment tracking for Europe, the US and Japan; streamlined decision-making and development of multi-year project plans for medical device, pharmaceutical and biopharmaceutical projects.
- Created methodology to prioritize the division's annual \$150MM+ R&D technology investment.
- Introduced new product development evaluation tools; reduced projects by 35% and improved accountability and efficiencies among the various project teams.
- Served as a strong contributor on the cross-divisional team that drove the corporate effort to ensure consistency of portfolio valuations, pipeline development process and financial reporting among all operating divisions for a total corporate product pipeline of \$11B.

**COSTELLO LABORATORIES, De Kalb, IL**

2001

One of the US's top health care products makers, with \$16B in sales and 47,600 employees.

**Senior Manager, New Product Planning - Neuroscience**

Served as Commercial Representative on technology development (R&D) and global commercial teams for the Neuroscience Franchise, a \$700MM business. Areas of focus included Alzheimers, bipolar disorder, epilepsy, attention deficit/hyperactivity disorder (ADHD) and the migraine (pain) market.

- Created target product profiles and competitive assessments for markets that generated product valuations for the corporation's product portfolio.
- Managed co-development agreement between BAYER and COSTELLO for two programs in Phase II in the ADHD market.
- Participated in strategy sessions to protect and extend patent life of existing *Replacare* business; included generic entry component and new indications (e.g., pediatric use).

**R.S. CHAST & CO., Aurora, IL**

1981 – 2001

Pharmaceutical manufacturing subsidiary of GKS merged with BAYER in 2001 to form GKS, a first-tier global pharmaceutical company.

**Director, New Product Planning & Analysis, 2000 - 2001**

Oversaw analytical assessment of the competitive landscape – pricing, product messaging, field support and product use – within the target marketplace.

- Identified resource needs for entering the pain market, which included expanding and creating a new hospital field force structure, identifying analogs for a new formulation of an injectable lyophilized powder presentation, key product milestones and internal support.
- Appointed by senior management to educate corporation on critical success factors for competing in a new strategic business segment – with expected revenues in excess of \$1.4B.

#### **Director, U.S. Business Investment & Analysis, 1997 - 2000**

Served as the Key Advisor to the Regional President on US product profitability totaling \$1.2B in operating earnings and \$2.5B in revenues.

- Participated on the Commercialization Planning Team for *Memorex*, the most successful new product introduction in the pharmaceutical industry.
- Led two new product introductions in 1998, sales totaling \$230MM (*Othortec* and *Mavera-HS*); recommended market segmentation, manufacturing capacity, pricing and marketing investment analysis.
- Managed and developed five senior business analysts; leveraged liaison as business partners with operational areas - marketing, sales, market research, manufacturing and strategic planning.
- Led the commercial aspect of US Supply Chain Management for this multi-billion dollar division.
- Served as an active member of global cross-functional teams providing analytical support for all US transactions, including \$260MM in product divestitures, \$270MM in product acquisition and co-promotion arrangements.
- Held accountability for sector P&L for Product Budgets, Forecasts and 5-year Long Range Plan by assessing market dynamics; recommended sales forecast and promotional investments, field support and gross to net sales discounting practices.

#### **Sr. Business Analyst, Mergers and Acquisitions, 1995 - 1997**

Developed/analyzed strategy for targeting global co-promotion partners for strategic asset valued at \$1.7B. Created and presented commercialization product assessment to target companies. Participated in all negotiation sessions and led financial support throughout process.

- Identified and communicated critical worldwide business information that was used for product and company acquisitions, including Japan co-promotion arrangement.

#### **Business Analyst Marketing Finance, 1993 - 1995**

Developed and implemented a detailed business plan for U.S. cardiovascular business that consisted of 10 products with annual sales in excess of \$300MM.

- Generated \$40MM in incremental sales; supported generic business opportunities by recommending a fee/commission structure and proposed inventory management guidelines.
- Achieved operational efficiencies; streamlined workflows that allowed redeployment of six personnel and produced operational savings of \$600,000/year.

#### **Sr. Operations Analyst - Technology Division, 1988 - 1993**

#### **Human Resource Coordinator, 1981 - 1988**

### **EDUCATION**

BA, Finance, Macomb University, Lincoln, IL

1992

### **AWARDS & RECOGNITION**

**HEALTHWAYS: Innovation Award** for contributions to the Corporate Portfolio Assessment Process  
**R.S. CHAST: ProClub Award** (7 discretionary slots available per year for non-sales personnel), Twice  
**R.S. CHAST Finance Excellence Award** (awarded to top .1% of Global R.S. CHAST Finance Employees)  
 Nominated as 1 of 5 women to represent R.S. CHAST in the **National Meritorium 100** Leadership Group