

RSM Pharmaceutical Services, Inc.

Robert S. Milanese, President

Over 17 years experience in the pharmaceutical industry.
Solid track record of achievements in representing the generic pharmaceutical industry,
nationally and internationally, in Management, Business Development, Regulatory
Affairs, Government Relations, Educational Forums, Public Affairs

Providing pharmaceutical manufacturers with the following services:

Management/Administration

Train and motivate personnel, streamline internal workflow to maximize efficiency.
Cultivate team approach to problem solving. Formulate budgets and implement financial
controls.

Business Development/Licensing

Provide support and liaison to companies seeking product acquisitions, divestitures, licensing
agreements, partnering activities and product development.

Federal/State Political Advocacy/Fund Raising

Represent corporate interests in international trade matters including liaison with officials at
World Trade Organization (WTO), World Health Organization (WHO) and national health
ministries and regulatory authorities.

Represent and advocate corporate interests on Capitol Hill, in state legislatures and in formulary
proceedings.

Develop and launch a fund raising campaign for corporate political action committee. Solicit
contributions from key management personnel.

Market Analysis/Drug Product Intelligence

Research product-specific opportunities and challenges.

Conduct assessment of global API marketplace and assist with product sourcing.

Regulatory Affairs

Provide liaison between regulatory affairs and quality assurance personnel and key officials at
FDA, USP, Canadian and European regulators.

Facilitate drug product development and production through overall knowledge of the drug
approval process and cGMPs.

Product Marketing/Promotion/Corporate Relations

Coordinate product marketing campaigns targeting pharmacists, doctors and other health care professionals. Develop educational materials on the merits of specific pharmaceutical products and within therapeutic categories.

Promote product launches through corporate sponsored continuing education programs for health care practitioners.

Design and implement multi-media marketing tools to enhance product demand and build corporate image and educate consumers.

Domestic/International Trade & Industry Relations

Cultivate and nurture key contacts within drug distribution supply chain - NACDS, NCPA, PCMA, NWDA, HMO's.

Provide representation to pharmaceutical trade associations (GPhA or PhRMA) for government relations, regulatory affairs, business development and public relations.

Personnel Training/Education

Implement corporate training programs for regulatory affairs and quality assurance personnel.

Plan, organize and execute educational, motivational seminars and training workshops for management, regulatory affairs, sales and marketing personnel.

Conduct/facilitate strategic planning sessions for senior and middle management.