

ULRIKE (ULI) FOLEY

SUMMARY

Highly motivated **Business Development Professional** with proven track record for exceeding expectations in achieving goals. **Increased revenue by 35% in 2008 over 2007.** Expertise in RFQ process, Contract negotiation, Business Plan development and implementation, new and expanded services launches, marketing research, and global marketing. Excellent business skills to identify business opportunities and develop strategic plans for implementation.

- **Award for Excellence in 2002:** Exceeded Annual Sales Objectives: Western region was #1 nationally for five consecutive years; Sierra Region received the Presidents Award

Significant strengths include:

- *New Client Acquisition*
- *Strategic Business Development*
- *Coaching, Training and Mentoring*

CIRRUS PHARMACEUTICALS, Inc., Research Triangle Park, NC
(**Strategic Pharmaceutical Drug Development Company**)
Director, Business Development

6/2007 –present

Sales Success: Grew pharmaceutical/Biotech client base by 70% within one year. Increased revenue by 35% in 2008. Responsible for all aspects of Sales, Marketing and Contracting.

- Identify/qualify/solicit new business opportunities to accelerate company growth;
- Primary contact and leadership in the RFP process, coordinating timelines and delivery;
- Develop/implement brand strategy campaign to build awareness and build capabilities presentation;
- Develop marketing materials and implement tradeshow strategy with exhibitor booth participation;
- Develop the SOPs concerning BD activities.

BIOSOLUTIA, Inc, Raleigh, NC

4/2006 – 6/2007

(**Provider of commercialization and launch support solutions for specialty pharmaceutical products**)
Vice President, Business Development

- **Sales Success:** Grew client base by **25%** within one year through strategies to acquire new clients to assist with **Channel Development** by providing customized commercialization and launch support solutions;
- Provided critical expertise to the managed care payor marketplace in assisting with unique challenges of new biotech and other specialty pharmaceuticals (e.g. high-cost inhaled and injectable drugs) to ensure payor reimbursement.

FEI WOMENS HEALTH, El Segundo, CA

(**Contraceptive medical implant device manufacturer**)
Regional Sales Manager, Pacific North West

2004 –2006

- Managed and motivated 8 specialty representatives in six states: CA, WA, OR, AK, NV and ID, focusing on OBGYN and Family Planning clinics to maximize utilization of Paragard[®], medical device for contraception.
- **Sales Success:** 12 % growth in 2005, 15% growth in 2006 (#2 in the nation/out of six).
- Implemented **Managed Care marketing strategies** for payer acceptance and reimbursement.

MERCK & CO. INC., West Point, PA

1995-2004

District Manager, US Human Health, CA (2001 -2004)

Managed a team of 12 pharmaceutical sales representatives with responsibilities for Singulair® (asthma, allergic rhinitis), Zetia® (lipid lowering) and Vioxx® (pain and osteoarthritis):

- Recruited, trained and developed representatives to achieve maximum potential.
- 40% growth for Singulair® in 2003 YTD (#2 cluster sales growth in the Sierra region, out of 15)

Market Research Analyst, Managed Care, PA (3/2000-9/2001)

Managed \$450,000 market research budget: Provided business analysis and decision support to managed care segments including HMO/PBM, federal, long-term care, physician groups and employers:

- Designed and implemented market research for Respiratory products, Women's Health and Benefit Design initiatives. Provided conclusions and recommendations for positioning of Singulair® prior to launch of new indication for Allergic Rhinitis.

Medical Science Liaison, Osteoporosis & Women's Health, CA (7/1997-3/2000)

Supported the business group with \$750 MM in sales for Fosamax® and 50% market growth: Maintained formulary status at teaching hospitals and managed care organizations.

- Provided scientific services (slides, literature searches, etc.) for national thought leaders in California.
- Developed and maintained academic and managed care advocates for medical/disease education.
- Nominated and selected for Class Counselor for 2000. Served as mentor for newer members to the team.

Market Development Associate, Osteoporosis, CA (8/1995-7/1997)

- Successfully launched Fosamax® for the treatment of postmenopausal osteoporosis.
- Team leader for implementing marketing campaigns for bone density testing centers.

GENZYME DIAGNOSTICS, San Carlos, CA

1994-1995

(International developer, manufacturer and marketer of immunodiagnostics, tissue repair and pharmaceutical products.)

Account Executive

- Sold and promoted a line of immunodiagnostic tests to large laboratories and distributors.
- Achieved sales increase of 46% for diagnostic products (ELISA, One-Step HCG and Strep).

EDUCATION

60% of coursework completed toward an MBA program, **Santa Clara University**, Santa Clara, CA, Golden Gate University, San Francisco, CA and **La Salle University**, Philadelphia, PA.

Bachelor of Science, **Marketing**, GPA: Overall: 3.72, Golden Gate University, San Francisco, CA School for Pharm.Sciences, Osterode, Germany, 3-year, FT program, equivalent to B.S. in Pharmacy; G.P.A.: 3.70. Courses included Chemistry, Toxicology, Pharmaceutical Preparation, Pharmacology.

SPECIAL TRAINING, MEMBERSHIPS AND LANGUAGES

- Controlled Release Society, Member 2007 & 2008
- Focus Group Moderator Certification (RIVA Institute, May 2001)
- Languages: German (native), French (fluent)
- Monitor University, Marketing & Training (SCOPE), May 2001
- American Society of Bone and Mineral Research, Member 1998 through 2000