Kenneth A. O’Flaherty

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Summary

Health Care Marketing and Business Development Executive with exceptional educational background, strong analytical skills and significant accomplishments in leadership positions. Led product launches in endocrinology, neurology, orthopedics and oral health. Experienced in a range of professional and patient markets, including primary care, hospital and specialized markets. Dynamic leader of cross-functional teams, including a variety of co-promote and global environments.

Experience

RIDGEWAY CONSULTING, Easton, MA 2014-Present

Marketing Consultant

C*onsultant for a strategic and technical consulting company focusing on tissue engineering and regenerative medicine.*

* Recent engagements include HCP marketing for established nutritional company, market assessment for tissue engineering start-up, and online user experience for regenerative medicine company.

ORGANOGENESIS, Canton, MA 2009 – 2014

Director of Marketing, Oral Regeneration

*Led commercial launch for Gintuit in oral health. Gintuit is the first manufactured living cellular product approved by CBER and the first BLA product for Organogenesis.* *Supervised Market Research Manager, Business Unit Coordinator and Communications Director. Achieved 97% approval for Organogenesis and product among target clinicians within one year.*

* Launched Gintuit in United States in March 2012 targeted towards periodontists and oral surgeons. Developed branding, positioning and messaging as well as pricing, reimbursement, KOL, eCommerce and publication strategy.
* Led professional promotions delivered by a specialty sales force of 7 representatives. Designed and executed marketing programs, including product website, social media plan, online speaking programs and conference strategies.
* Led direct to patient programming through online efforts in partnership with leading dental offices.
* Led corporate market research in dentistry and wound care, with annual research budget over $1 million.

STRYKER BIOTECH, Hopkinton, MA 2005 – 2009

Senior Director, Strategic Marketing (2008 – 2009)

*Senior Strategist for a division of Stryker focusing on OP-1 (rhBMP-7), a growth factor in multiple regenerative systems. Position encompassed business development, program management, and business analytics including supervision of two program management team leaders and one business analytics manager.*

* Developed and gained board approval for global strategy, including forecasting existing and upstream markets.
* Managed divisional business development, including in-licensing formulation and platform technologies and out-licensing of non-core indications; consulted on corporate-wide business development initiatives.
* Headed program management and market research groups. Ensured upstream development programs complied with both drug and device design control regulations.

Director, Global Marketing (2005 – 2008)

*Led OP-1 product team, including three product managers and a business analytics manager. OP-1 is approved as a drug in Europe, Australia, and Canada and as a humanitarian device in the US for trauma and spine applications.*

* Drove the global OP-1 brand identity and planned global launch for spinal fusion.
* Coordinated Global sales among 14 countries / regions, which indexed at 121 versus budget. Led US promotional efforts, delivered by 34 Biotech representatives calling on orthopedic surgeons and neurosurgeons.
* Led global marketing efforts for Calstrux, a bone void filler approved as a 510(k) device.

SERONO, INC, Rockland, MA 2004 – 2005

Executive Marketing Director, Neurology (2005)

*Led Professional and Consumer marketing for Sermon’s multiple sclerosis franchise, including Novantrone and Rebif, co-promoted with Pfizer. Supervised six product managers and three administrative personnel; managed $26 million budget.*

* Led professional and patient promotional efforts in MS supported by 110 Serono and 150 Pfizer representatives. Promotional mix included KOL and advocacy organization development, direct mail and E-detailing.
* Led digital marketing team for neurology franchise focused on professional and patient reach and conversion programs. Aligned IT, sales operations (CRM) and marketing efforts into single digital strategy.
* Chaired 2005 and 2006 Co-promote Business Plans, coordinating all strategic planning for Rebif across multiple functions between Serono and Pfizer.

SERONO, INC, Rockland, MA (cont)

Director, Consumer Marketing, Neurology (2004 – 2005)

* Initiated novel Relationship Marketing program to provide personalized stream of communication to identify, convert and retain people with MS and their caregivers.
* Led online patient marketing efforts, including partnerships with key ‘point of information’ portals including WebMD, MS Society, and patient forums.
* Directed network of live event programming and facilitated outreach efforts of 70 Rebif Ambassadors, including celebrity Ambassadors Teri Garr and Rain Pryor.

UCB PHARMA, INC, Atlanta, GA 2000 – 2004

Group Product Director, CNS (2001 – 2004)

*Profit and loss responsibility for Keppra in the United States. Budget of $45 million included: promotions, public relations, market research and medical affairs development, including US Phase IV research. Keppra posted US sales of $290 million in 2003 and reached $1.1 billion globally in 2007.* *Managed four product managers and one brand administrator.*

* Established Keppra as number one second generation drug for epilepsy within three years of launch.
* Achieved 93% formulary coverage, despite availability of multiple generic alternatives.
* Acted as lead market for Global planning in upstream development for racetam platform products in several neurological and psychiatric indications.

Senior Product Manager, Zyrtec (2000 – 2001)

*Represented UCB Pharma on Pfizer marketing team for the best selling antihistamine in the world. Zyrtec achieved 2001 US sales of $860 million and over $1.2 billion in 2003.*

* Acted as Pfizer Product Manager, spending 50% of time at Pfizer headquarters.
* Managed all marketing communication to UCB’s field sales force that included 450 Primary Care sales representatives and five managed care managers.
* Integrated and rationalized Global UCB research and strategic planning efforts with Pfizer activities. Gained agreement to annual business plan from UCB Pharma’s Director General.

THE PROCTER & GAMBLE COMPANY, Cincinnati, OH 1997 – 2000

Assistant Brand Manager, Actonel (1998 – 2000)

*Senior ABM for the P&G’s largest pharmaceutical launch, co-marketed with Sanofi-Aventis, with peak sales over $1 billion globally. Oversaw $11 million media planning budget and managed an external advertising agency.*

* Led professional copy and marketing material development.
* Launched Actonel for Paget’s Disease, a rare bone metabolic disorder. Achieved 130% of forecast through management of all aspects of drug launch.
* Developed and gained broad alignment to ten year US sales forecast which boosted project NPV by $80 million.

Assistant Brand Manager, Macrobid (1997 – 1998)

*Built marketing efforts for $70 million anti-infective for the treatment of urinary tract infections.*

* Generated a 5% growth increase in the base business through migration from core equity to resistance message. Target audience indexed at 108 in a flat market against generic competition.

ENVIRONMENTAL DESIGN GROUP, Atlanta, GA 1993 – 1995

Sales and Marketing Associate

*Sold $1 million in contracts for a landscape design, build and maintenance firm with annual sales of $5.7 million.*

LONGMAN ELT PUBLISHING, Tokyo, Japan 1991 – 1993

Marketing Representative

*Promoted English Language Teaching textbooks for a British publishing company.*

Education

UNIVERSITY OF MICHIGAN, Ann Arbor, MI 1995 – 1997

Master of Business Administration, May 1997. Graduated in top 10% of class.

YALE UNIVERSITY, New Haven, CT 1987 – 1991

Bachelor of Arts in English Magna cum Laude, May 1991. Tutored physics and chemistry.

# Industry specific training include UCLA Medical Marketing Program (2001), Harvard High Potentials Leadership Program (2006), Financial and Valuation Modeling Boot Camp (2008), AMA Social Media for Pharma (2012)