



# Samson Victor Maxwell

Marketing Director | Sales and Marketing Lead | Pharmaceutical Industry | APAC Regions

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India 📍

## SKILLS PORTFOLIO

- Specialty Pharmaceuticals
- Biologics
- Branded Generics
- Vaccines
- Consumer Pharmaceuticals P&L Management
- Pharmaceutical Marketing & Sales
- Business Turn-Around
- New Product Launch
- Leadership Development
- Integration
- Digital Marketing in Pharmaceuticals
- Market Access
- KOL Development
- Cross-Functional Leadership
- Consumer Marketing

## Awards & Recognition

- APAC Marketing Awards – Twice
- Global Marketing Award
- Commercial, Marketing Director – Established Products Division
- Abbott Laboratories
- HCMC, Vietnam

## Academics

- Master of International Business | Thunderbird Graduate School of International Business, USA | 2001
- Thunderbird Merit Scholarship (Full Academic Scholarship)
- Graduated Beta Gamma Sigma
- Master of Marketing Research – Graduate Coursework | Southern Illinois University, USA | 1997
- Bachelor of Engineering | Manipal Institute of Technology, India | 1995

## PROFILE

20 years in the A recognized leader in the Marketing and Sales domains of the Pharmaceutical Industry with over 2 decades of experience in the APAC Regions.

An Award-winning Marketer and Visionary, Nandu is reputed for his ability to bridge the gaps between business objectives and organizational growth by staying on top of innovative methods and digital technology to drive exemplary results.

Collaborative leader with an exceptional track record in leading and influencing cross-functional teams across geographies and cultures to achieve business targets.

## Career Profile

- Commercial, Marketing Director – Established Products Division | Abbott Laboratories | HCMC, Vietnam | 2017 – 2019
- Independent Consultant – Management Consulting | HCMC, Vietnam | 2013 – 2015
- MERCK & Co. | 2002 – 2010
- Marketing and Sales Director | HCMC, Vietnam | 2010 – 2012
- Regional Marketing Manager – APAC Regions | Specialty Healthcare | Sydney, Australia | 2007 – 2009
- Senior Product Manager, Product Manager | Immunology | Sydney, Australia | 2005 – 2007
- Sales and Marketing Manager | Wellington, New Zealand | 2003 – 2004
- International Management Associate | International Management Development Program | New Jersey, USA, Singapore | 2002
- Senior Research Analyst | The Pillsbury Company | Minneapolis, USA | 1998 – 1999
- Research Analyst – Anheuser-Busch (Client) | Information Resources Incorporated | St. Louis, USA | 1997
- Research Analyst | Ralston Foods | St. Louis, USA | 1996

## Significant Contributions

### Commercial, Marketing Director – Established Products Division

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Portfolio Handled: 65Mn USD in Revenue, 5Mn USD in Budget | Team Size: 50 professionals

#### Highlights:

- Impact to growth in sales - 2019 - 19% | 2018 - 17% | 2017 - 18%
- Strategically positioned the brands top 10 products in the therapy sector, deftly propelling it to the top 2 positions.
- Designed and executed digital programs to facilitate increased patient and customer engagements by introducing VP Apps, eMail Marketing, Mobile Apps, Digital Advertising, Gamification Techniques, Awareness / Educational Programs, Events and Conferences.
- Established Abbott Vietnam as a Center of Excellence in digital strategies in the Asia Pacific Region.
- Relunched Branded Generics Business (Glomed), positioning it as the leading BGx player in Vietnam. Later led the entire integration of Glomed (BGx) with Abbott EPD by restructuring the integrated marketing / commercial operations.
- Ensured affiliate sales contribution from NPI reached Global Benchmarks recording a 3% of total sales.

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**Independent Consultant | Management Consulting | HCMC, Vietnam | 2013 – 2015**

- Acting as a subject matter expert, extended management consulting for clients in the Private Equity ecosystem. Worked with prominent brands such as, Navis Capital, Valeant (Bausch Health) and Bac-A-Bank to name a few.
- Facilitated strategic growth and developed a go-to market plan for an EU GMP cephalosporin focused business.
- Effectuated 45Mn USD in revenue over 4 years.
- Secured 2.5Mn USD from banking institutions to assist factory refurbishment for the organization.
- Developed an extensive long-term strategic plan to relaunch a branded Generics JV Company in Vietnam.
- Expedited the acquiring of an EU GMP Certification for a start-up factory.
- Collaborated with European partners, swiftly redefining processes and integrating technology.
- Conceptualized and commissioned a comprehensive MarCom plan to revive a flagship Cold & Flu brand, positioning it as a market leader.

**Marketing and Sales Director | MERCK and Company | HCMC, Vietnam | 2010 – 2012**

- Led a team with 350+ members, from the Therapy Sector including Hospital, Primary Care, Vaccines, Specialty Care, Consumer.
- Spearheaded the complete transition and merger of MSD and Schering-Plough in Vietnam.
- Developed a new business model to maximize portfolio growth across all key products by leveraging penetration into the market through hospitals and other related channels, doubling sales in 3years.
- Drove all leading brands to #1 or #2 positions in their respective TA's, and established a 44% growth in 2012 and 35% growth in 2011.
- Established MSD as a market leader in the Hospital Channel, Women's Health and Vaccines TA's.
- Facilitated 56% growth through the implementation of a Pharmacy team that supported the growth of ethical products.
- Administered the launch of 15 new products in 5 years through a customized NPL Platform.

**Regional Marketing Manager – APAC Regions | Specialty Healthcare | Sydney, Australia | 2007 – 2009**

- Oriented the growth of the Specialty Franchise (250Mn USD) from a single-digit to double-digit figure across the APAC regions including China, focusing on Immunology (biologics), Oncology, Virology and Anesthesia.
- Moved the overall Portfolio Growth including products in Virology and Immunology by 13% in 2009 and 11% in 2008.
- Grew sales in the Korea, Taiwan by 26% for Immunology Products and 16% in China through a franchise for Virology.
- NPL Targets achieved a Readiness Framework – 105% and 112% for two key products
- Assisted in ensuring the advancement of new product and label change submissions to FDA authorities.

**Senior Product Manager, Product Manager | Immunology | Sydney, Australia | 2005 – 2007**

- Directed all Gastroenterology Indications of REMICADE (Infliximab) in Australia and New Zealand, over achieving set targets by 110% in 2009, 100% in 2008, 105% in 2007, 131% in 2006, 120% in 2005.
- Gained 70% of the market share through relaunching REMIADE for Ankylosing Spondylitis post reimbursement.
- Relaunched REMIADE for Ankylosing Spondylitis post reimbursement; gaining 70% market share.
- Credit of increasing market share of REMICADE by 65%, stabilizing the brand as a market leader.
- Guided teams to swiftly acquire the reimbursement of the CD indication via the PBAC positioning the brand as the Top 2 globally.
- Liaised with KOLs and Patient Advocacy Groups leading to increased public awareness of REMICADE as a treatment option.
- Implemented an extensive hospital reimbursement strategy including the formulary listing strategy, representative tools, and field force training.

**Sales and Marketing Manager | Wellington, New Zealand | 2003 – 2004**

- Focused on Consumer and Ethical Portfolios, then moved on to exclusively handle the Specialty Portfolio.
- Effectively realized the 1st reimbursement for Pegylated Interferon alfa 2b for the treatment of Hep C.
- International Management Associate | International Management Development Program | New Jersey, USA, Singapore | 2002
- Gained extensive experience in the New Jersey and Singapore markets.

## Personal Details

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