

SAM GIBSON

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DIRECTOR OF BUSINESS ANALYTICS AND INSIGHTS

Strategic and results-driven professional with a demonstrated track record of leadership in forecasting and analytics, specializing in Oncology and Rare Disease domains.

- ✓ Skilled in orchestrating global forecasting strategies, providing critical insights to Commercial Leadership in navigating competitive pressures and market access challenges.
- ✓ Adept at developing sophisticated forecasting models in alignment with organizational goals, delivering accurate projections for both commercial and pipeline products.
- ✓ Demonstrated expertise in spearheading initiatives to optimize market development strategies, including customer segmentation and targeting processes, resulting in substantial volume growth.
- ✓ Leverage advanced analytics to drive informed decision-making, with a focus on enhancing patient access and market penetration.
- ✓ Proficient in utilizing cutting-edge BI systems and software to streamline data analysis and reporting processes.

Key Competencies:

Global Strategic Business Planning • Short Term & Long-Term Market Forecasts • KPI Design & Performance Tracking • Global Data Capture and Reporting Requirements • Stakeholder Engagement • Scientific and Engineering Background • Pharma Business Analytics • Qualitative / Quantitative Market Research • Market Trend and Growth Analyses • Decision Support • Opportunity Assessment • Benchmarking • Partnership Building / Networking

PROFESSIONAL EXPERIENCE

Pit Pharmaceuticals - Foster City, CA

2022 – 2023

Director, Business Analytics and Forecasting

Spearheaded global forecasting strategy and execution, providing key insights to Commercial Leadership in navigating competitive pressures and market development challenges in Rare Disease. Analyzed data and communicated forecasts to senior management, facilitating informed decision-making regarding future performance and strategic resource allocation.

- Developed sophisticated forecasting models to project patients, product, and revenue for both commercial and pipeline products, ensuring alignment with organizational goals.
- Crafted a US quarterly and annual revenue forecast model for the company's flagship product (Livmarli), maintaining an exceptional estimation accuracy above 95%, resulting in approximately \$150M revenue in 2023; expanded this model globally, projecting around \$175M revenue in the same year.
- Pioneered a process for evaluating and forecasting market penetration among US Alagille patients, accurately predicting the timing of a significant reduction in new patient capture (max penetration). This foresight enabled proactive resource reallocation, mitigating the impact of an anticipated 20% loss in new patient revenue.

Pug Pharmaceuticals - San Rafael, CA

2020 – 2022

Forecasting & Analytics Lead - PKU Franchise

Orchestrated forecasting and analytics initiatives for BioMarin's North America PKU franchise (Rare Disease domain). Developed comprehensive quarterly short-term and long-term forecast projections, providing strategic guidance to Commercial leadership for informed decision-making. Regularly delivered presentations to Commercial leadership, detailing business performance, identifying key drivers and challenges, and highlighting upside opportunities within the PKU franchise. Served as a senior manager within the forecasting group.

- Developed a robust forecasting model using Anaplan software to accurately estimate 2022 sales for the recently launched product, Palynziq, achieving an impressive 95% accuracy rate.
- Identified and capitalized on upside potential within the hospital channel which initially restricted access to Palynziq, collaborating with the Sales Team to enhance product access and expand patient penetration by 5 percentage points.
- Projected sales decline for the established product, Kuvan, based on the impact of upcoming pipeline products, leading to a strategic reallocation of internal resources towards new launches for sustained growth.

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Yes Sir Sciences - Redwood City, CA

2016 – 2020

Sales Operations and Analytics Lead - Breast Cancer Franchise

Offered strategic guidance to Oncology Franchise Sales, Marketing, Digital Marketing, and Leadership teams, utilizing data-driven insights to inform decisions on sales performance, identify business opportunities, and conduct ROI analyses effectively.

- Spearheaded the customer segmentation and targeting process, yielding clearly defined physician cohorts that contributed to a remarkable 14% year-over-year volume growth.
- Conducted comprehensive training sessions for 100+ member Sales Team, on the utilization of sales analytics dashboard systems, significantly enhancing business skills and fostering 100% dashboard utilization across the team.
- Collaborated closely with the Digital Marketing team to evaluate the effectiveness of direct-to-patient breast cancer outreach programs, resulting in the refinement of messaging for enhanced impact.
- Provided leadership to drive alignment and synergy among diverse teams, fostering a culture of data-driven decision-making and maximizing business performance.

FIT Laboratories Company - Alameda, CA

2015 – 2016

Sales Analytics Senior Manager, Strategic Business Insights (Diabetes Care Division)

Delivered strategic direction to a Health Care Professional sales team comprising 100+ members, leveraging data-driven insights to guide sales performance, identify business opportunities, conduct ROI analyses, and assess the impact of incentive compensation effectively. Managed vendor and consultant relationships to support the execution of business strategies and obtain market data, ensuring alignment with organizational goals and objectives.

- Formulated and implemented business strategies aimed at enhancing customer segmentation and targeting for the sales force, resulting in improved engagement and increased sales effectiveness.
- Spearheaded an IT initiative to upgrade the data storage and reporting structure from Cognos to a modern QlikSense BI system, enhancing data accessibility, visualization, and analytical capabilities across the organization.

ZoeBianca - South San Francisco, CA

2010 – 2014

Sales Operations Senior Manager – Market Access/Payer Team

Held accountability for providing strategic direction to 50+ member Managed Care Field Teams, by delivering comprehensive reporting and analysis on payer coverage, reimbursement services, sales volume, and other key performance metrics aligned with newly defined criteria. Developed analytical dashboards tailored to aggregate market data from multiple sources across oncology, infectious disease, and rare disease segments, facilitating the extraction of strategic insights to enhance market access strategies.

- Engineered an integrated analytics dashboard consolidating sales, market access, market share, and market penetration data into a unified view. This centralized dashboard offered holistic, data-driven guidance to field teams, facilitating improved patient access and expanded market penetration across the full product portfolio.
- Led initiatives to streamline data aggregation processes, ensuring timely and accurate delivery of market insights to inform strategic decision-making within the organization.

Previous Position with Genentech: Forecasting/Market Planning Manager (Rotation) - HCV & Transplant Markets

EDUCATION

Master of Business Administration (MBA) University of California at Los Angeles (Anderson School of Management)

Abbott Laboratories MBA Internship, Alameda, CA - Marketing Strategy (Diabetes Care Division)

Global Immersion Program - COPPEAD Graduate School of Business - Federal University of Rio de Janeiro, Brazil

MS in Biomedical Engineering, The Ohio State University

BS in Mechanical Engineering, University of Cincinnati

TECHNICAL PROFICIENCIES | PUBLICATIONS

Software: Anaplan Forecast Software, PowerBI, Salesforce, Tableau, QlikSense, QlikView, Spotfire, R, Python, SAS, SQL, Excel

Secondary Data Source Familiarity: Symphony and IQVIA data | Prescriptions | Non-Retail Sales | Longitudinal Patient Claims Data | Fingertip Formulary | MMIT | CMS Medicare & Medicaid Utilization Data | US Census Data | 852/867 Wholesaler Sales and Inventory Data | Specialty Pharmacy (SP) Data | Specialty Distributor (SD) data

Therapeutic areas: Oncology | Infectious Disease | Neurology | Lysosomal Storage Diseases (LSD) | Cardiology | Growth Hormone Deficiency | Transplant | Hepatic Diseases

Publications: Binns BC, Brain Research 2005 April 11;1041(1):38-47. Binns, B, PRS 2012 June;129(6):1407-18.