

STEVEN J. WALKER

PERSONAL: Professional healthcare consultant with breadth of experience in all facets of drug commercialization. Extensive launch experience including oncology and immunology products, large and small molecules, infused and oral drugs.

WORK EXPERIENCE:

SJ Walker Healthcare Consulting LLC – Boulder, CO

- 1/19 - Present Principal
Partner with pharmaceutical and biotech firms to prepare for initial and subsequent launches, to assess competitive threats for pipeline molecules and inline therapeutics, and to maximize commercial opportunities
- Strategic offerings include
 - Creation of 3-5 year growth strategies
 - Go / no go assessments
 - TPP development for pipeline molecules
 - Market research strategy and interpretation

Biolumina / Medical Specialists Communications Group – New York, NY

- 06/17 – 12/18 SVP, Director of Scientific Brand Enhancement
Led commercial strategy projects across agency supported brands
- Developed positioning statements for pipeline molecules and for upcoming indications for inline drugs
 - Created strategic content for new business pitches (secured 3 new brands during tenure at agency)
 - Worked closely with clients to ensure that market research would effectively answer strategic questions, and helped implement research findings
 - Educated agency staff regarding the perspectives of clients, both pharma and HCP

Array BioPharma – Boulder, CO

- 03/13 – 04/17 Senior Marketing Director, Pipeline Products
Developed commercial launch strategy for MEK/BRAF inhibitors
- Created Brand Plan, led process to ensure strategic alignment across organization
 - Represented commercial perspective on labeling teams, strived for a label supportive of strong competitive positioning in crowded marketplace
 - Led advisory efforts to engage and solicit input from global melanoma KOLs, incorporated input in commercial planning
- Provided commercial insight for all Phase 2/3 oncology molecules**
- Developed commercial perspectives covering molecules in multiple myeloma, melanoma, and colorectal cancer
 - Created TPPs, initial forecasts, competitive landscapes, and informed go/no go decisions
- Led US launch readiness efforts**
- Led process to identify, prioritize, determine timelines, and assign responsibility for launch-related deliverables across organization
 - Selected promotional agency and medical education vendors, hired accomplished marketers to lead promotional launch

Key Accomplishments:

Prior to pulling the NDA, organization was commercially launch-ready for initial indication in melanoma. Brand strategy included plans for success in fast-to-market indication as well as in subsequent larger, more competitive indication. Developed global positioning, branding, and messaging in collaboration with EU partner. Key marketing positions filled with outstanding individuals.

Clovis Oncology – San Francisco, CA

01/12 – 12/12

Marketing Director, CO-101

Led preparations for commercial launch readiness

- Developed commercial launch strategy and related Brand / Tactical plans
- Led US launch readiness review efforts
- Selected promotional agency and medical education vendors, and identified potential hires

Managed KOL engagement

- Developed advisory board plan and executed 6 international meetings with global specialists in pancreatic cancer and GI cancer pathology
- Identified, engaged, and mapped 80+ global pancreatic cancer KOLs and GI Pathology KOLs

Key Accomplishments:

All launch deliverables identified with corresponding timelines, interdependencies, and responsible parties. Commercial structure and resourcing determined. Global pancreatic cancer KOLs identified and engaged. Importance of hENT1 referenced in pancreas cancer guidelines, in publications, and from the podium at oncology conferences (World GI, ESMO).

Genentech, South San Francisco, CA

03/09 – 01/12

Group Product Manager, US Pipeline / Erivedge Marketing

Led US commercial launch readiness efforts

- Developed commercial launch strategy and gained senior management approval
- Identified potential sales audience (7 specialties) and developed sequenced call strategy to maximize uptake
- Led US launch readiness review efforts

Led Strategy / Key Customer team

- Led development of Brand plan, launch readiness activities, and quarterly business reviews
- Accountable for all KOL, strategy, and managed care deliverables
- Hired, trained, and led three direct reports

Represented US commercial interests globally

- Led commercial teams and commercial strategy development for PI3K, MEK, and Akt programs and participated in global Core teams
- US commercial representative on Erivedge International Business Team
- Significantly influenced Erivedge global marketing efforts (US launch preceded global launch by >1 year)

Key Accomplishments:

Erivedge was prepared and successfully launched over 2 months ahead of PDUFA date. Key stakeholders and points of leverage addressed by launch strategy. New customers to Genentech (derm surgeons, Mohs surgeons) identified and successfully engaged.

12/04 – 02/09

Group Product Manager / Senior Product Manager, Avastin

Led Avastin franchise promotional efforts

- Led development of the Avastin Think Beyond the Tumor branding
- Managed update of brand positioning reflective of broader label
- Led Avastin Promotion team consisting of 6 marketers
- Created Avastin franchise promotional sections of Brand / Tactical plans

- Hired, trained, and led 3 direct reports

Promotional lead for NSCLC launch

- Led development of Avastin message platform
- Developed lung promotional content for Brand / Tactical plans
- Created effective lung messages and promotional tactics

Key Accomplishments:

Avastin penetration in NSCLC exceeded 35% first year. New branding embraced by Sales team and awarded Rx Club and Medical Marketing and Media best branding awards. Personally received Avastin Vision and Marketing Excellence awards.

7/02 – 11/04

Product Manager, Xolair / Avastin

- Led medical education and Thought Leader efforts
- Managed oncology and immunology Advisory Boards, Speaker Training meetings and CME symposia / enduring materials
- Developed initial brand strategy for renal cell, pancreas, ovarian, and prostate cancers
- Developed medical education Brand / Tactical plans
- Established Thought Leader foundation for successful US launches

8/00 – 7/02

Regional Professional Education Manager / Division Manager

- Established relationships with 60+ Xolair Consultants
- Developed materials and processes supporting Medical Education initiatives
- Awarded TENOR Trailblazer award

Schering Sales Corporation, Kenilworth, NJ

7/94 - 8/00

District Manager

- Led 12-15 field sales representatives
- Analyzed marketshare data and devised strategies to maximize district sales
- Consistently ranked in top 25% of nation in sales rankings

02/89 - 6/94

Sales Representative/District Account Representative/District Trainer

- Sold respiratory, virology, and cancer drugs
- Trained new and experienced representatives.
- Exceeded sales goals (led nation in Claritin sales)

EDUCATION:

Masters of Business Administration GPA 3.77

University of Phoenix - Phoenix, AZ - 1993

Bachelor of Science degree in Economics GPA 3.86

Mankato State University, Mankato, MN - 1987