

RICHARD W. KAESER



Brand Protection executive and leader of a global team for the world's largest broadly-based healthcare company. Experience includes 30-plus years as a sales and marketing executive with a diverse base of experience building brands and driving revenue and profit growth in the healthcare/medical device industry. A proven leader who has served in a variety of businesses and functions with demonstrated abilities to turn around brands and businesses by visioning new strategies, identifying market opportunities, aligning the organization to execute, and inspiring teams to achieve. Track record of success in fast-paced work environments across multiple dynamic businesses.

- ✦ P&L Responsibility
- ✦ Brand Protection Leadership
- ✦ Customer Relationships
- ✦ Contract Negotiations
- ✦ Business Development
- ✦ Strategic Marketing
- ✦ New Product Launches
- ✦ Professional Education
- ✦ Change Management

PROFESSIONAL EXPERIENCE

JOHNSON & JOHNSON (JNJ) – NEW BRUNSWICK, NJ

JOHNSON & JOHNSON SUPPLY CHAIN - BRIDGEWATER, NJ

Vice President, Global Brand Protection

JUNE 2014 – PRESENT

Lead the enterprise Global Brand Protection team with responsibility for developing and implementing effective strategies, programs and tactics to protect J&J's patients, consumers, brands and business from risks posed by counterfeiting and illicit trade. Scope includes all J&J business segments (pharmaceutical, medical devices and consumer health) and products worldwide. Manage a diverse team of 32 people to include a US-based technology and risk management center of excellence and regional teams deployed in ASPAC, EMEA and LATAM.

- Delivered consistent year-over-year improvements in patient safety and financial benefits (value recovery and cost reduction) from successful execution of brand protection strategies, mitigations and controls.
- Drove a shift in strategy from a tactical/reactive model to an end-to-end strategic/preventive approach.
- Grew team by 3X FTE's and budget 2X by demonstrating the value of brand protection to leadership.
- Lead the Enterprise Brand Protection Council to govern and oversee prioritization, scaling and implementation of enterprise-wide, cross-functional strategies across 260 operating companies.
- Enhanced the team's capabilities in key areas of risk-based prioritization, advanced data and analytics, product security, online brand protection services and other areas to drive greater risk reduction.
- Led the establishment of three industry consortia groups with representatives from industry, academia, law enforcement and government to join forces and develop a collective response to illicit trade.
- Provide thought leadership and shape and influence industry best practices as a Board member of The International Anti-Counterfeiting Coalition (IACC) and Steering Committee Member of Rx-360.
- Regularly disrupt the illicit supply chain by collaborating with Global Security, Quality, Commercial, law enforcement and other stakeholders to stop illicit product from reaching patients and consumers.

CORDIS CORPORATION - BRIDGEWATER, NJ

Vice President, U.S. Sales

APRIL 2011 – JUNE 2013

Led the U.S. Sales and Commercial Operations teams with responsibility for a ~\$300MM business. Manage a national sales team comprised of 3 regional directors, 17 division managers, 8 corporate account directors, 93 vascular sales representatives, 93 clinical specialists and 8 inside sales reps, plus back office support functions.

- Recruited to stabilize, turn around and vision a growth plan for the business following the loss of Cordis's flagship product (Cypher, drug-eluting stent) and the accompanying major reduction in sales force.
- Developed and implemented a new and transformative go-to-market strategy designed to regain lost market share in key product areas and provide flexibility to scale with evolving market and customer needs.
- Hired and trained over 75 new sales reps in a 3-month period to expand sales footprint in order meet new strategic objectives. Also reduced sales force attrition from ~40% in 2011 to ~9% YTD October 2012.
- Engineered significant changes to back office operations and organizational structure to improve customer service delivery and make Cordis "easier to do business with," our internal rally cry for the initiative.
- Undertook a major effort to bring health care compliance and inappropriate selling behaviors under control, with a resulting improvement from 77% to 99% compliant.

- Secured immediate market wins by blowing up an outmoded pricing/contracting model in favor of a new system that leveraged Cordis's broad portfolio of products for competitive advantage.

JOHNSON & JOHNSON HEALTH CARE SYSTEMS - PISCATAWAY, NJ

Vice President, Strategic Customer Development

JANUARY 2009 – APRIL 2011

Collaborated with major national accounts, such as Wellpoint, the largest health insurer in the U.S., to develop strategic sales and marketing programs designed to increase preference and sales volume for JNJ products while also addressing client needs and objectives.

- Led new business development for a team of 15 national account directors, who worked across ~25 U.S. operating companies and across all JNJ sectors, including pharmaceutical, device, surgical and consumer.
- Achieved >\$500MM in JNJ enterprise revenue; strategic programs accounted for ~8% revenue growth, including a 14% reduction in revenue deductions related to rebate programs.
- Devised innovative pricing/contracting, product access and service delivery programs to drive client/payer savings and provide more cost control and predictability for chronic conditions, such as lower back pain.

ETHICON PRODUCTS – SOMERVILLE, NJ

Group Director, WW Strategic Marketing – White Space

May 2008 – January 2009

Recruited to lead a newly formed team charged with going after new market opportunities for ETHICON. Primary responsibility involved developing and implementing new business development processes that would enable innovation and top-line growth. Also managed the development and execution of new product development and commercial strategy for new business opportunities.

- Advised project team on strategic marketing issues and opportunities related to the acquisition of Acclarent.
- Delivered market entry strategy for Otolaryngology Surgery space (ear, nose and throat), a \$700MM market at the time, with \$1.3B projected growth based on prevalence of untreated chronic rhinosinusitis.
- Analyzed new business opportunities and made recommendations for targeted equity investments.
- Designed and implemented a new methodology for screening and prioritizing early stage R&D projects.
- Initiated three exploratory projects, all of which advanced to Discovery Phase of development.

CARDIOVATIONS, a division of ETHICON - SOMERVILLE, NJ

Director, Sales and Marketing

July 2003 – May 2008

Served in multiple roles with increasing responsibility, ultimately leading commercial operations for the CardioVations business. Directed sales and marketing team through the development and implementation of global portfolio planning. Managed prioritization and allocation of financial/human resources to maximize ongoing financial and market share goals.

- Led 42 sales and 5 marketing professionals and delivered ~\$40M in sales.
- In three year span (2005 – 2007), effectively doubled CardioVations revenue, while resources were cut by half.
 - 2005 +25% over PY; 2006 +28% over PY; 2007 +34% over PY
- Exceeded 2007BP by 7% net trade sales, *in spite of leveraging the business and reductions in headcount.*
- Worked collaboratively across other JNJ franchises (ETHICON Products, SCIOS and Cordis) to ensure data alignment and to co-develop highly relevant symposia for cardiac surgeons.
- Project lead for the marketing integration with the planned Guidant acquisition.
- Collaborated with Business Development to resolve anti-trust violations with the Federal Trade Commission and European Commission, resulting in the divestiture of our Endoscopic Vessel Harvesting business.
- Worked collaboratively with Business Development and a dedicated project team to later divest the CardioVations business to Edwards LifeSciences; Served as Project Lead for the transition and integration of CardioVations over to Edwards LifeSciences.

ETHICON ENDO-SURGERY - CINCINNATI, OH

Marketing Director/Product Director, Bariatric Surgery

January 2002 – July 2003

Accountable for the improvement of product-line strategy, with an emphasis on developing a pipeline of premium priced products to support market expansion in the area of Bariatric surgery. Also responsible for managing the commercial strategy for the Endocutter franchise, including business planning, managing the demand-planning

process, pricing strategies, market research and product complaint issues. Initiated professional education training and education initiatives for Bariatric surgery.

- Exceeded Endocutter forecast \$191M vs. BP \$172M, or 111%.
- Trained >200 Surgeons on the latest techniques in weight loss surgery.

Director, Professional Education

June 2000 – December 2001

Directed the operations of the Ethicon Endo-Surgery Institute.

- Trained >5,000 surgeons per year on the safe and effective use of a wide array of JNJ medical devices across a multitude of surgical fields and procedures.
- Directed the management of program content, development and implementation for continuing education (ACCME) for healthcare professionals and other educational programs for three business units.
- Managed 6 managers and 48 associates.

CORDIS ENDOVASCULAR - WARREN, NJ

Director, Professional Education and Sales Administration

June 1998 – May 2000

Managed all professional education operations for physician, nurse and radiology technician training programs in the United States.

- Initiated a continuum of education designed to enable physicians to earn credentials to perform peripheral vascular interventional procedures.
- Directed the sales administrative affairs for 2 Regional Sales Directors, 9 Division Managers and 75 Sales Representatives.
- Directed the redesign of the Sales Development team and core training competencies.
- Managed the customer service transition from an internal-based team (Miami, FL) to Johnson & Johnson Health Care Systems (Piscataway, NJ).

CORDIS CARDIOLOGY – MIAMI, FL

Sales Representative

July 1996 – June 1998

Sold a diverse portfolio of disposable medical devices and capital equipment to Interventional Cardiologists, Cardiac Catheterization Lab Managers and Materials Management.

- 1996: Rookie-of-the-year
- 1997: Ranked 12th overall. Promoted to Field Sales Trainer
- 1998: Ranked 1st overall with the highest market share retention in the U.S.

LEADERSHIP INITIATIVES AND AWARDS

- 2019 Board of Directors, International Anti-Counterfeiting Coalition
- 2015 Rx-360 Co-Chairman, Supply Chain Security
- 2010 Johnson & Johnson Comparative Effectiveness Steering Committee
- 2007 Johnson & Johnson Standards of Leadership Award
- 2006 Johnson & Johnson Standards of Leadership Award
- 2004 Glamour Prize Award
- 2003 -2005 Board Member, American Society for Bariatric Surgery
- 2000 Johnson & Johnson Standards of Leadership Award
- 2000 Chairman, Johnson & Johnson MD&D Professional Education Council
- 1999 Cordis Summit Society Award
- 1998 - 2001 Board Member, Society for Cardiovascular & Interventional Radiology

EDUCATION

Marist College
Poughkeepsie, NY

BS, Marketing