

Phyllis Angela Arthur

SUMMARY

Global Public Health Policy professional with strategic U.S and global policy expertise adept at leading a talented policy team in the development and implementation of infectious disease policy issues. Expertise includes working with Congressional, Administration and global health organizations to represent private sector positions. Highly successful at leveraging relationships with high-level advocates to achieve policy and business objectives.

EXPERIENCE

BIOTECHNOLOGY INNOVATION ORGANIZATION (BIO)

2009 – PRESENT

VICE PRESIDENT, INFECTIOUS DISEASES AND EMERGING SCIENCE POLICY, WASHINGTON, DC MANAGING / SENIOR DIRECTOR, VACCINES, IMMUNOTHERAPEUTICS AND DIAGNOSTICS POLICY

Lead a team that supports the policy and business objectives for organizational members in vaccines, biodefense, antimicrobial, diagnostics, and personalized medicine product development. Responsible for U.S. federal and state policy development and implementation, including discussions with Congressional leaders on legislation and funding. Work closely with company policy and business leaders to shape the marketplace through interactions with federal agencies, such as the CDC, BARDA, DOD and FDA, as well as international organizations, such as the WHO.

- ❖ Successfully advocate for increases in funding for federal agencies that support vaccine infrastructure, biodefense product development and medical research
- ❖ Successfully built a strong relationship for BIO on infectious disease issues with the CDC, FDA, WHO, BARDA, CEPI, the Bill and Melinda Gates Foundation and other vital agencies and organizations
- ❖ Helped pass legislation related to vaccines as part of the healthcare reform, the 21st Century Cures Act, bioterrorism and pandemic preparedness and seasonal influenza
- ❖ Serve as a leader in the vaccine community on issues such as the healthcare reform, vaccine hesitancy, adult immunization policy and state policy as well as global pandemic preparedness

MERCK & Co., INC, Merck Vaccine Division

1991 - 2008

Senior Director, Regional Pediatric Specialty Sales, Chicago, IL

June 2007 – July 2008

Led a team of eight managers and 70 Vaccine representatives covering 14 states. Responsible for sales of over \$190 million and establishing team goals of unifying the management team, creating a strong, competitive sales force and increasing consistency of execution. National level responsibility for the sales strategy of a > \$1 billion vaccine brand and for development of a new selling model for representatives and managers

- ❖ Achieved 137% to objective for vaccine sales in 2007. Two key launch brands were 215% and 118% to objective
- ❖ Creation of region vision led to an empowered Regional Executive Team with a strategic approach to business decisions, talent management and coaching performance
- ❖ Led national sales message creation that balanced vaccine supply constraints and sales objectives for a \$1 billion dollar brand, resulting in achieving 2008 sales objective
- ❖ Facilitated improved sales and access for representatives through a new selling model focused on building partnerships and account management skills in a competitive environment.

Associate Director, HPV Marketing, West Point, PA

August 2004 – June 2007

Launched the first Human Papillomavirus (HPV) vaccine, GARDASIL®; individually responsible for global thought leader development, policy and professional society relationships, publication planning, and physician education. Influenced clinical development and legislative teams to prepare the market for a break-through innovation in a controversial environment.

- ❖ Fastest launch adoption in vaccine history, with > \$1 billion in sales in the first full year
- ❖ Delayed launch of competitor in many global markets through successful implementation of strategies with thought leaders and regulators
- ❖ Established a world-class roster of 400 investigators and advocates by cultivating strong relationships with multi-specialty global thought leaders in HPV, vaccines and health policy in a competitive environment
- ❖ Achieved a broad public health recommendation and ~\$5 billion in funding that was supported by all major professional societies
- ❖ Delivered key messages in over 15 major publications and 50 presentations at professional congresses as well as presentations through a team of 24 thought leader-focused sales associates
- ❖ Gained reimbursement coverage by nearly 100 health plans within the first 6 months of launch through education on the benefits and pharmacoeconomics of vaccination.
- ❖ Marketing team was awarded “Franchise of the Year” for 2006

National Account Executive, Chicago, IL

February 2001 – August 2004

Managed relationships with three large managed care accounts covering approximately 21 million lives. Managed relationships with two major trade associations for insurers and the contractual relationship with 2 national dialysis suppliers.

- ❖ Helped increase HEDIS scores for all accounts by implementing over 20 immunization programs
- ❖ Established a strong collaborative relationship with AHIP and BCBS Association resulting in their active support for immunization programs in managed care plans. Relationship significantly increased access for all account executives in national managed care accounts
- ❖ Tripled sales through the two largest dialysis services suppliers in the U.S. from 2003 to 2004

District Sales Manager, Chicago, IL

March 1998 – February 2001

Managed a team of 11 Vaccine Specialists in a \$45 million District covering pediatricians, hospitals and public clinics

- ❖ Sales team achieved planned objective each year, with high growth targets year over year
- ❖ Doubled sales over 2 years on varicella vaccine through close work with public health sales team on establishing a state requirement for varicella vaccination.
- ❖ Identified and developed speakers for vaccines resulting in a strong cadre of local speakers and increases in sales

International Marketing Manager, West Point, PA

April 1997 – March 1998

Oversaw the strategic marketing and sales for two hepatitis vaccines outside of the U. S.

- ❖ Established 20% market share in 6 months after launching a hepatitis A vaccine in more than 10 countries
- ❖ Increased market share and margins by re-launching a hepatitis B vaccine for additional age indications
- ❖ Increased government sales by more than \$20 M with new pricing strategy for hepatitis B vaccine
- ❖ Trained regionally-based marketing personnel on vaccines, sales and marketing messages and forecasting
- ❖ Developed a competitive strategy in anticipation of the launch of a competitor for both vaccines

Marketing Manager, West Point, PA

October 1995 – March 1997

Co-led a cross-functional team managing the launch of the hepatitis A vaccine franchise in the U.S. in a competitive environment

- ❖ Established market needs, product benefits, messaging and materials for marketing and sales
- ❖ Re-directed clinical research resources toward supporting product benefits relevant to customers
- ❖ Influenced a partner sales organization to implement consistent messaging despite cultural divergence
- ❖ Led NPV analysis that resulted in discontinuing investment in a combination hepatitis A vaccine

International Partner Manager, Lyon, France

March 1994 – October 1995

Facilitated the establishment of operational procedures for a new joint venture with Pasteur Merieux. Evaluated all ordering, packaging and invoice flows for vaccines. Managed relationships with distributors in Israel and South Africa.

- ❖ Significantly reduced cost structure by identifying operations issues and rationalizing and standardizing packaging and order systems across the European Union.
- ❖ Conducted an analysis that led to a significant capital investment in a European manufacturing site, allowing further global rationalization and opening new markets.
- ❖ Re-negotiated contracts and bids with a distributor in Israel

Business Research Analyst responsible for global market research for two new vaccines preparing for launch. **Associate Professional Representative with Merck, in Ft Myers, FL.**

Research Associate at the **BROOKINGS INSTITUTION, in Washington, D.C.** performing economic analysis.

EDUCATION

University of Pennsylvania, the Wharton School of Business

1991

M.B.A. - International Marketing and Multinational Management

Goucher College, Towson, MD

1987

Bachelor of Arts – Dual Degree - Economics and International Politics

BOARD MEMBERSHIPS

ASTHMA & ALLERGY FOUNDATION OF AMERICA

February 2013 – present

BIG BROTHERS & BIG SISTERS OF SOUTHEASTERN PENNSYLVANIA

December 2007 – June 2007