

BABA AWOPETU

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PERSONAL PROFILE

A passionate business leader with an expertise in transforming Sales and Marketing functions to drive growth. An instinctive ability to identify the drivers in complex markets and developing strategies and actions to turn them into profits. Experienced in B2B, B2C, and Multi-channels across sectors, including Life science, Pharmaceutical, Medical Device, Nutrition, Healthcare and Consulting services. Effective at motivating, inspiring and engaging people to deliver stellar growth

EMPLOYMENT HISTORY

Optegra Eye Healthcare

Jan 15 – July 20

Group Strategy & Marketing Director (CMO)

UK Sales & Marketing Director

Optegra Eye Healthcare is the largest network of private dedicated Eye Hospitals in Europe.

- Led Sales, Marketing, Contact Centre and NHS team. Reorganised the teams to focus on customer groups, centralised and integrated the departments which helped to improve our profitability by 30%
- Revamped the Marketing Strategy and repositioned the organisation as the most trusted Eye Healthcare group. This involved an integrated brand response campaign, achieving No.1 status on trust pilot and changing the brand hierarchy. This led to 42 months of consecutive YOY leads growth, 38 months of consecutive YOY bookings growth and 44 months of YOY revenue growth
- Restructured Marketing, Call Center and Business Development to achieve better integration and to create a results and customer focused culture. This involved planning, recruiting, training, designing new KPIs and getting stronger coordination between the three departments. This led to a 350% increase in leads, 115% growth in Consultations booked and a revenue growth of 82%, 55%, 32% and 18% in last 4yrs
- Led the digital transformation program to improve marketing, funnel efficiency and enhance customer satisfaction. The program resulted in improved PPC effectiveness with a 53% reduction in CPL and 84% increase in leads, significant improvement in organic visibility including achieving No.2 ranking from No.52 for Laser Eye Surgery and No.1 ranking for Lens Replacement Surgery from 10
- Developed the plan and led the introduction of the flagship £13m Central London Hospital. The pre-launch, launch and post launch event has made the hospital the highest turnover in the group for vision correction after one year
- Managed the strategic partnership with Boots Opticians that involved identifying and developing the opportunity, overseeing the implementation of the plan. The partnership led to Optegra being the first provider accessible on Boots website
- Changed TV strategy by moving from a brand led to a brand response approach, reducing investment by 40% but increasing channel effectiveness by 137%. This involved changing the message, length of advert, CTA and channel integration. It contributed to 12 consecutive Quarters of improvement in Cost per lead (CPL), Cost per Booking (CPB and Cost per surgery (CPS)

- Developed a Private Cataract acceleration plan based on market insight, and using on and offline engagement of consumers and referrers that led to the creation of a new product for the Private Cataract Market which is already helping the organization to increase penetration into this market by 40%.

Leica Microsystems

Jan 12 – Jan 15

Marketing Director, EMEA (Europe only until Feb 13)

Leica Microsystems is a world leader in microscopes and scientific instruments.

- Restructured, centralised, and realigned team towards a Strategic, Commercial, and accountable marketing culture which increased leads by 86%, reduced cost per lead by 22% and achieved growth of 10% with a 3-point market share gain
- Designed the **B.R.I.D.G.E** strategy for EMEA to drive our double-digit growth ambition. The SP8 launch campaign delivered stellar growth and increased market share from 42% to 55% over 2 years. The total business grew 14% over 2 years
- Introduced regional Lead Qualification team to accelerate lead capture and impact measurement which improved pipeline by 15% and delivered £49.5m pipeline
- Initiated and led a digitalisation program for the business that involved SEO, SEM, PPC, Integrated campaigns, and digital sales enablement tools. This increased ratio of leads delivered via the web by 21% and improved conversion rates
- Developed an integrated Intelligence program that included Customer insight, Sales force insight and an intelligence platform. Over 5000 individual customer responses delivering over 1000 sales leads, actionable insights and \$15m pipeline
- Developed a future-based demand generation programs called Life-sight with 2000+ Scientists engaged on future of Life science delivering \$4m pipeline and engaged over 10,000 Scientists.
- Repositioned the Compound range, designed and implemented RGB campaign which led to an increase in Pipeline from \$4 to \$9m YOY and 22% increase in Sales

Nutricia

Apr 11 – Jan 12

Head of Marketing, OTC

Nutricia specialises in the delivery of advanced medical nutrition for all.

- Conducted feasibility study, developed plan for the first Alzheimer's OTC solution. Designed structure, recruited team and implemented pre-launch plan
- Built plan to double the growth rate of Complian which involved Insight gathering, repositioning and an integrated media plan including TV advertisement

Stryker Europe

Jan 10 – Feb 11

Director of Marketing, Endoscopy, Instrument and Communication, Europe

Stryker Corporation is a global leader in medical technology that employs over 16,000 people globally and has a turnover more than \$7billion

- Leader for European Marketing team of nine and a sales budget of \$300m. Restructured, centralised and realigned the team led to sales growth of 12%

- Revamped our Strat planning process, and led the MedSurg planning process, which delivered first year target of our 3-year plan.
- Designed our innovation acceleration plan to improve our penetration for our new products. Penetration of our new products improved by 22% in 2010

Stryker Europe

Nov 08 – Jan 10

Director, Marketing Excellence, Europe (Based in the UK)

- Initiated and developed Marketing Excellence program for Stryker that involved coaching, process development and training for the European leadership team.
- Revamped our Market intelligence function to ensure we delivered cutting edge and actionable insights about our sales organisation, customers and markets.
- Designed and delivered “it is all about value” program to optimise prices, improve deal win ratio and defend against price erosion. Led to 18% improvement in win ratio

Stryker

Dec 07 – Nov 08

Marketing Manager - Manager, Brand Strategy, EMEA (Based in Switzerland)

- Developed brand strategy for the division that included strands for Hip and franchise. *Awarded Franchise team of the year after a sales growth of 14%.*
- Played a leading role in the restructure of the Marketing organisation with CMO, designed to change our culture from being product led to being market led
- Redesigning our Marketing planning process based on a proper use of planning and segmentation techniques to deliver growth focused and actionable plans

Stryker

April 06 – Dec 07

European Brand Manager (Based in Switzerland)

- Developed brand rejuvenation programs across EMEA. This included brand development programs that delivered growth of 15%. We exceeded budget and grew profits by 23% over previous year
- Led the Strat plan process that included Gamma No. 1 campaign. It resulted in stellar growth and *EMEA Marketing team of the year award.*

IMS

June 04 – April 06

Marketing Manager - Sales & Account Management practice

IMS Health is the world's leading provider of market intelligence to the healthcare industries.

- Developed the P.E.P (Potential-Environment-Propensity) strategy to rejuvenate IMS' targeting solutions, which helped close the year with an unprecedented 19 projects completed in quarter 4 2005. Received *Best Practice achievement award* for 2005
- Commercial Lead for the launch of Nurse and longitudinal prescribing based services. *Awarded President's recommendation* for contribution to the SFE business
- Responsible for the Sales force effectiveness services/consulting business line. *Awarded IMSPACT* certificate for evolution of our position as a consulting solution provider, and promoted to Marketing Manager position

The Marketer's Forum **September 04 – September 11**
Visiting Lecturer – The Chartered Institute of Marketing (Part-time)

- Delegates from BBC world service, Jack Daniels, RBS & British Telecoms and achieved 92% pass rate for marketing planning which was 20% above average

Roche **Jan 2004 - May 2004**
Marketing Executive

- Designed marketing plan for diabetes and cardiac hospital business. This led to a strategy that identified two new growth opportunities.

Pharmacia (Pfizer) **April 2001 - July 2003**
Key Account Manager

- Initiated and implemented innovative regional marketing campaign for the launch of Detrusitol XL, utilising key opinion leaders to influence local GPs. The campaign resulted in 123% of target for the year and 100% formulary inclusion

Pharmacia (Pfizer) **Sept 1999- April 2001**
Sales Specialist

- *Awarded top national sales award (2000) for Edronax with highest growth rate.*
- Designed and implemented business plan for territory. *Awarded executive representative for 2000 and promoted to KAM for Teaching Institutions*

PROFESSIONAL DEVELOPMENT

- Member of the Judging panel for PharmaTimes' Marketer of the year
- Committee member of CIM Medical Marketing Group – (2004 – 2013)
- Expert Editor for Journal of Medical Marketing
- Chairman at Eucomed conference
- Chartered Marketer

PUBLISHED ARTICLES & CONFERENCE SPEECHES

Dozens of published articles and case studies on business strategy including:

- **Mindset and Market Segmentation (Sept 2006)** - Journal of Pharmaceutical Marketing and Management
- **The world is changing (Nov 08)** – Report on the future of sales and marketing
- **Remote control (The Chartered Marketer, Feb 2009)** – Understanding markets
- **Test of strength (Marketing Europe, winter 2006)** – Ground-breaking research
- **I Hate Segmentation (Barcelona 2013, Mar 2013)** – Time for a rethink
- **Marketing & Customer Innovation (London, Oct 2018)** – Consumer Marketing

EDUCATION & QUALIFICATIONS

University of Greenwich **2005**
Masters in Strategic Marketing (Dissertation: Segmentation)

The Marketer's Forum **2003**
C.I.M Professional and Postgraduate Diploma in Marketing

University of Greenwich **1998**
BSc (Hons) Pharmaceutical Sciences

Interests: Running, Reading, Table tennis, Football, and Music