Dr Leslie Briggs MB ChB, BSc (Hons), MSc, PhD, ABPI

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# PROFESSIONAL OVERVIEW:

A highly regarded Commercial, Sales and Marketing Director with a portfolio of entrepreneurial, sales and marketing skills gained through an exemplary commercial career within the healthcare and life sciences sector. Able to provide exceptional guidance and advice in the delivery of meaningful solutions on commercial marketing and access to market strategies.

Key expertise includes the development of market access strategies across global and US pharmaceutical / biotechnology companies possessing extensive expertise within the health care and life science

**CAREER HIGHLIGHTS INCLUDE:**

**Axcan Pharma Ltd**

* Drove development of a new division leading to increased sales from €0 to €30m in 3 years
* Managed the introduction of innovative intervention surgical procedures to combat cancer across the Scottish Health service working with senior Scottish Parliamentary Leaders

**Pfizer**

* Worked with hospitals and GP Groups to establish the Northern Business unit to write business plans to provide of a £250m (Ophthalmology, Antiviral, Antibiotics and Immuno-Modifiers solutions)

**Astra Zeneca**

* Acknowledged for increasing sales of a single product by over £1m in 12 months and drove sales of a portfolio of products from £13m to £17.5m across the North East Region
* **Health IQ Pharma**
* Turned around a stalled project to provide guidance and advice to NICE (NHS) in the delivery of ‘solution based’ systems utilising ‘real world data’ supporting access to market requirements
* Delivered £1.2m revenue with no marketing budget in under 5 months working with leading companies including GSK, Almiral, Lundbeck, Amgen, Roche, Sanofi, Quintiles, Takeda and MSD

**Coreva-Scientific**

* Generated €1m+ new revenue from new clients including Cardinal Health, Medtronic, J&J, GE

**COMMERCIAL MANAGEMENT EXPERTISE:**

* Acknowledged for leading from the front with a charismatic, entrepreneurial, management style.
* Developing, implementing and delivering innovative new business development strategies.
* Implementing change culture and procedures, effectively overcoming resistance to change.
  + Defining the strategy from top down with full responsibility for ensuring effective delivery.
  + Developing & implementing successful strategies managing staff, suppliers, equipment & budgets.
  + Preparing P&L projections and strategic business plans for board level senior managers.
  + Preparing capital expenditure reports and comparing of actual to budget spend.
  + Conducting operational review of businesses to identify improvement opportunities.
  + Preparing operational expenditure reports and comparing of actual to budgeted spend.
* Identifying change management opportunities, implementing new processes and operational plans.
* Developing, implementing and delivering innovative new organisational strategies

**CAREER HISTORY:**

**Jan 2008 – Mar 2020**

**MANAGING DIRECTOR / CONSULTANT: The Solution Based Consultancy / BP&BS Ltd**

Maintaining global responsibility for Sales, Marketing and brand development in corporate and enterprise marketing selling a portfolio of business application solutions delivering financial and clinical applications across a portfolio of global clients, working with the market leaders medical devices and pharmaceuticals

*Assignments include -*

**Mar 2018 – Mar 2020**

**GLOBAL BUSINESS DEVELOPMENT / MARKET ACCESS MANAGER:** **Med Tech Reimbursement Consultants**

* Delivering guidance and advice to the provider of on-demand and off-the-shelf European/EMEA pricing, reimbursement analysis and commercial strategy to the Pharma, Med Tech/IVD sector Advising on core service pricing/reimbursement strategies for drug brands and major types of medical technologies, implantable devices, interventional and non interventional procedures, laboratory tests, point of care tests and companion diagnostic tests

**Mar 2017 – Mar 2020**

**GLOBAL BUSINESS DEVELOPMENT / MARKET ACCESS MANAGER: Coreva-Scientific**

* Supporting the growth of a data-driven health economics consultancy specialising in data acquisition, analysis and modelling and introducing stakeholders to Coreva-scientific capabilities

**Jul 2016 – Feb 2017**

**NATIONAL BUSINESS DEVELOPMENT / MARKET ACCESS MANAGER: Methods Analytical**

* Led the development of STPs, vanguards, commissioning, product life cycle and market access and introduced methods analytics to this life sciences and healthcare organisation
* Acknowledged for establishing medical and health scientific and payer/buyer strategies

**Jul 2013 – Sep 2013**

**NATIONAL ACCOUNT / MARKET ACCESS MANAGER: Harvey Walsh**

* Developed tools and solutions in support of market access and market development initiatives, influencing launch strategies enabling greater stakeholder engagement and product demand
* Increased client base and improved account management achieving £145k turnover in 2 months

**Oct 2012 – Jul 2013**

**NATIONAL BUSINESS & ACCOUNT/MARKET ACCESS MANAGER: Health IQ Pharma**

* Established the pharma division, commercial and market access, strategy and market real-world data capabilities of IT consultancy to global pharma and life science companies

*Key Clients include -*

* GSK
* Almiral
* Lundbeck
* Amgen
* Roche
* Sanofi
* Quintiles
* Takeda
* MSD

**Oct 2011 – Sep 2019**

* Responsible for undertaking multichannel account management, commercial field force set-ups, commercial, business development market access and care home strategic development

**NON EXECUTIVEDIRECTOR PORTFOLIO:**

**2019 – Present**

**NON EXECUTIVE DIRECTOR: We Dominate Nutrition Ltd**

* Leading development of a personalised nutrition coaching platform supporting the adaption of key habits and routines to encourage ‘dieting’ to ‘eating’ as part of a Macronutrient base focus

**2018 – Present**

**NON EXECUTIVE DIRECTOR: Trinity Academy Newcastle Trust**

* Delivering guidance and advice to a pre-16 special converter academy, a post-16 converter academy and a private limited company and ‘Preparing parents for the Future’ programme
* Supporting the integration of new schools into the Special Education (SENH) Trust

# EARLY CAREER INCLUDES:

* Specialist Account Manager – Specialist Products Pfizer 2008-2009
* UK & European Manager/Director Axcan Pharma 2005-2008
* UK National Healthcare Development Manager Organon Laboratories/MSD 2003-2005
* UK Sales and Marketing AZ, Lilly, BMS, Sanofi, Roche 1988-2003

**EDUCATION & PROFESSIONAL TRAINING:**

* PhD – Mobile Genetic Elements – Editing Tool used to Heal Genetic Disease
* MSc – Biotechnology
* BSc (Hons). – Biochemistry, Microbiology, and Virology
* MB ChB: Medicine
* Infection Prevention & Control
* Phlebotomy Training Services
* Dip BER – Bio-Electronic Regulator (Intermediate and Expert)
* Nutritional Therapist
* ABPI – Association of the British Pharmaceutical Industry
* Portfolio of Clinical and Surgical Training and Development

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