

# CHRIS RAYNER

+44 (0)7801 483283 · email: chris\_rayner@msn.com

**Senior manager well experienced in revenue and profit optimisation and cost reduction through sound business process analysis and building durable relationships with key multinational stakeholders in the Pharmaceutical and Healthcare Industry.**

## **KEY SKILLS AND STRENGTHS**

- Relationship building with internal and external customers and suppliers
- Deep knowledge of Japanese business practices and culture
- Wide exposure to healthcare markets in EU, Asia and US
- Able to identify key drivers in business processes
- Catalysing change using influencing skills rather than direct authority
- Numerate and computer literate
- Effective negotiating whilst keeping a constructive working relationship
- Complex strategic and commercial analyses undertaken
- Experienced in a broad range of therapeutic categories
- Coping with the process of change and uncertainty
- Planning and effecting change to meet business goals
- Prepared to challenge mediocrity

## **CAREER HISTORY**

### **LIFE CHANGES**

**July 2013 to date**

- Established own business in Basel to work with other fellow consultants
- Relocated to UK in late 2016
- Undertook ad hoc search projects with company of former colleague
- Time for reflection with family:
  - sold main house and de-cluttered life, dealt with long term illness then death and estate settlement of my father; repeated these events with aunt who lived with us (aged 101 !); restoration of two historic canal boats; courses to learn luthiery skills
- Keeping abreast with my network in the Industry.

### **RSA EXECUTIVE SEARCH**

**November 2011 to July 2013**

#### **Senior Consultant**

Reporting to Managing Director and responsible for regenerating the RSA business presence and brand in Switzerland.

- Sought out and won new business with both dormant existing clients as well as developing new client base
- worked on 30 new assignments in Switzerland as well as introducing UK colleagues to my UK network contacts to win business
- worked with global and local pharmaceutical companies
- created a sound financial base for the Swiss business (sole biller)
- managed relocation of office from Zug to Basel

### **CONSULTANCY**

**April 2009 to November 2011**

Undertaking ad hoc project consultancy for major organisations involving business advice, personal mentoring for individuals to improve business performance. Also private tutoring of High School students in Sciences, Maths and Economics

# **CHRIS RAYNER**

## **CELLnTEC Advanced Cell Systems AG, Bern Director of Sales**

**October 2008 to April 2009**

Reporting to CEO, CELLnTEC is a spin out company from the University of Bern offering a range of products and services in the field of adult stem cell culture. Key objectives are:

- Penetrate new markets for products outside of existing distribution agreements – have already achieved 5% new sales growth in first 3 months
- Develop range of laboratory testing services and bring them to players in the marketplace of cosmeceuticals and nutraceuticals
- Bring commercial experience into senior management team
- Drive business forward to maximise company value on exit

## **EXECUTIVE SEARCH CONSULTANT**

**November 2004 to October 2008**

Established new business in Switzerland, operating as a freelance consultant within the MRI franchise network, primarily in the pharmaceutical/biotech sector. Switzerland hosts the Global or European headquarters for a significant number such companies, whilst MRI is the world's largest recruiter. Moved from MRI in 2006 to become fully independent service provider, and in 2008 disposed of the business to a third party.

- Initiated, developed and closed a preferred supplier agreement with a major global pharmaceutical company based in Basel. Contract expectation is to yield 10-15 assignments at senior management level per year on a fully retained basis.
- Undertaken retained and contingency searches in Switzerland, Europe and the US
- Developed a sound database of company and candidate contacts

## **FORUM OST-WEST, SWITZERLAND Freelance Consultant**

**2002 to November 2004**

The Forum is a group dedicated to developing business partnerships between companies in Switzerland and Central Europe.

- Main activities have been to develop and initiate programmes of co-operation between Swiss marketers and Central European manufacturers within the generic pharmaceutical sector.

## **MAVENA HEALTH CARE AG, SWITZERLAND Global Sales and Marketing Director**

**2000 to 2002**

Reporting to Vice President Sales and Marketing. Mavena is a start up company, funded by the Askia Group, the objective to open dermatology clinics, offering a new treatment concept, and complimentary OTC products on a world-wide basis

- Developed marketing strategy to meet the overall business objectives for both the clinic and product sectors
- Developed the key scientific rationale to support clinic therapy process
- Developed key selling pieces for both clinics and products for use in the market place with doctors, pharmacists and patients
- Initiated Company website and eBusiness facility
- Organised, and presented at, Scientific Advisory Boards to gain Key Opinion Leader dermatologist endorsement
- Prepared business case models to test hypotheses of local country management, especially in the Budget setting process
- Brokered an agreement with the largest private health insurer in Switzerland to undertake a disease management programme for psoriasis
- Performed due diligence for successful in license of additional products
- Performed analyses for potential in license opportunities
- Initiated Product Master File documentation to ensure products complied with local country regulatory needs
- Organised logistics to ensure product launches in EU, USA and Japan
- Organised Mavena presence at International Congresses
- Maintained daily interface with country management
- Recruited country managers directly
- Prepared presentations for CEO to make to financial analysts
- Made PR activities to get the name of Mavena into the public eye
- Responsible for the training and development of a small Marketing team

# CHRIS RAYNER

## FUJISAWA PHARMACEUTICAL COMPANY LIMITED

1998 to 2000

### Marketing Manager, London Office

Reporting to General Manager with the London Office reporting to the Managing Director responsible for International Division in Japan.

- Responsible for developing business growth of product portfolio with more than 30 third party licensees; total in market sales value of some £60m
- Achieved by review of business and marketing plans from partners, feedback of comments to Japan with action plan proposals, implement actions at local level
- Key therapeutic areas - anti-infectives, CNS and cardiovascular
- Key markets - UK, Ireland, Continental Europe, Central and Eastern Europe, Northern Europe, Baltic States and former Soviet Union
- Both in and out licence opportunities sought and evaluated to strengthen the portfolio for the long term
- Organised Opinion Leader round table discussion meeting
- Organised and presented at seminars for licensees
- Developed new management information systems in office
- Created training and development programme for Marketing Assistant
- Enhanced cross cultural harmony between Japanese and local staff in office

**NOTE: In 1996 took voluntary redundancy to study for MBA**

## FISONS PHARMACEUTICALS (R-P-R FROM 1995)

1977 to 1996

### Strategic Business Manager (Paris based)

1995 to 1996

Essentially a **Supply Chain Director** role reporting to Vice President of Supply Chain, and responsible for the optimisation of all business processes involved in meeting customer needs in Japan, Australasia and the Pacific Rim.

Also worked intensively as a member of the RPR/Fisons integration task force (headed by Boston Consulting Group) over 7 months post acquisition period.

- Activated the development of Australia as the springboard for additional export business into the Pacific Rim region
- Developed consolidated long term demand forecasts for top 20 key products
- Initiated Service Level Agreements with 15 key customers in the Pacific Rim
- Provided innovative cost analysis which produced £0.8m of incremental sales

### Area Manager Japan

1988 to 1995

Reporting to General Manager, Fisons Japan, responsible for co-ordinating all UK based activities to achieve overall goals of the business operation in Japan

- Built and maintained durable relationships with Japanese partners
- Oiled the wheels of sales growth from £21m pa to £48m pa in this period
- Maintained goodwill of Japanese partners through a major supply crisis through excellent communications and building personal trust
- Designed, in agreement with the customer, a new order planning system
- Set up key performance indicators to reduce back orders from £10m to £0.2m during first year of operation
- Co-ordinated 3 successful product launches with the customer and Fisons Technical and Manufacturing groups. Sales value in 1995 £17m pa.
- Co-ordinated technical development for new and existing products
- Organised business trips by Japanese partners to Europe to cement relationships

**Note:** From 1993 to 1995, Fisons undertook major structural re-organisation. As a result, though functional links to Japan were maintained, direct reporting lines were changed and I was assigned additional marketing support responsibilities.

# CHRIS RAYNER

## **Systems and Planning Analyst, Research and Development**

**1985 to 1988**

Reporting to Head of Systems and Planning, responsible for evaluating and monitoring performance and resource needs for a portfolio of R&D programmes.

- Produced activity plans, in conjunction with project managers, to monitor and control the introduction of New Chemical Entities and Product Developments.
- Enhanced and maintained a database of Regulatory status of new product launches

## **Development Chemist, Research and Development**

**1977 to 1985**

Reporting to Manager of Chemical Pilot Plant, responsible for the transfer of bench scale reactions to manufacture scale.

- Produced the first large scale manufactured batch of a New Chemical Entity in a production environment

## **EDUCATION AND TRAINING**

- University of Nottingham (1993 to 1998)  
DMS/MBA
- Loughborough University of Technology (1972 to 1976)  
BSc (Hons) in Chemistry and Polymer Science and Technology

## **PERSONAL**

- UK Resident
- Marital Status: Married, no children
- Uncluttered life and ready for challenges
- Former Executive Director in a small UK based property management company
- Nationality: British
- Driving Licence: full and clean
- Relocation and travel not a problem

## **LANGUAGES**

- English mother tongue
- French intermediate
- German intermediate