
Dana E. Thomas

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MARKETING MANAGER • DIRECTOR OF MARKETING • VP OF MARKETING Startups ~ Growth Strategies ~ Global Management ~ Turnaround Management

Driven, results-oriented marketing executive with consistent results and expertise in business development, marketing, and distribution of medical devices/reagents for diagnostics, biotechnology, and pharmaceutical industries. Extensive success developing and managing project teams to expand market share and establish strategic partnerships to launch advanced products and technologies.

Repeatedly successful opening new markets and outpacing the competition, spearheading strategies that combine best practices with innovative, industry-first approaches. Consistently bring out the best in people and teams; inspire original and bold ideas. Optimize marketing and sales performance to exceed corporate growth and profit objectives. *Ph.D. candidate in Microbiology.*

Industry Expertise: Diagnostics / Biotechnology / Molecular Diagnostics

**Marketing Expertise: Market Development / Business Development / Marketing Management / Product Management
Strategic & Tactical Planning / Market Analysis & Penetration / Sales Revenue & Profit Growth / Channel Distribution
Client Building & Satisfaction / Contracts / Strategic Partnerships / Product Development & Launch / P&L**

CAREER SYNOPSIS & SELECTED ACCOMPLISHMENTS

DThomas Consulting 2015 – 2017
Specialty consulting focused on start-up and turn around strategies and tactics.

Chief Executive Officer, Falcon Genomics, Inc. (consultant) 2014 – 2015
Biotechnology company specializing in genomic testing for Breast Cancer

Marketing Manager, Thermo Fisher Scientific Biomarkers Business Unit 2013 - 2014
Managed marketing for a startup division exceeding growth expectations by 11%.

- **Market preparation & Product Launch** - managed growth through distribution partners in US and Canada.

DThomas Consulting 2011 – 2013
Specialty consulting focused on start-up and turn around strategies and tactics.

- **Regulatory & Product Launch** - Negotiated two short term contracts from clients in Europe to assist with US introduction of two new diagnostic products.

Area Director of Marketing Operations, HealthSouth Corporation, Pittsburgh, PA 2010 – 2011
Turnaround to growth in troubled market growing census by 120% and building marketing team of 35; budget \$15M EBITDA.

- **Market Penetration** - created and implemented marketing programs to grow census at three acute hospitals generating a profitable EBITDA, which had not occurred in over 3 years.
- **Organizational Development** - Recruited and trained a team of 35 clinical sales, administrative and marketing personnel, developed strategic and marketing communications plan.
- **Targeted Patient Population** - developed targeted marketing programs to hospitals, family medical practices and assisted living facilities. Census patient population primarily consisted of 75% Medicare/Medicaid patients. Remainder of patient admissions consisted of financially assisted programs such as SNP, CHIP or independent health insurance.

VICE PRESIDENT MARKETING, Cangen Biotechnologies; Baltimore, MD 2007 – 2010
Created strategic and tactical direction for this venture capital based molecular diagnostic company.

- **Cost Avoidance** - Avoided nearly \$20,000 in cost to prepare company for commercialization for a molecular diagnostic in final phase of clinical trials. Developed and put Current Procedural Terminology (CPT) codes in place, wrote business plan, developed strategic and tactical plan, and assisted gaining additional investment of \$2.5 million.
- **Market Planning** - Worked directly with venture capitalists to gain funding and create marketing plans, tactical distribution, and forecasts. Gained additional funding to act in consulting role; develop strategies to further penetrate marketplace.

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DIRECTOR OF MARKETING, Trinity Biotechnologies; Berkley Heights, NJ 2004 – 2007
Established strategic direction for an Irish-based diagnostic company with focus on infectious disease, coagulation, clinical chemistry, and point-of-care diagnostic testing. Direct Reports: 8; Budget: \$1.3 million.

- **Sales Turnaround** – Recaptured lost business and built sales organization to exceed profit objectives. Turned around sales 125% from \$24.5 million and declining- to \$60 million of incremental business.
- **Organizational Development** – Built high-performing sales organization from 4 sales representatives and 1 product manager to 38 sales representatives, 5 product managers, and 1 marketing communications manager. Hired, trained, coached, and mentored employees in their effort to exceed objectives.

MARKETING MANAGER, Molecular Diagnostics, Qiagen, Inc.; Valencia, CA 2002 – 2003
Used molecular diagnostic expertise to launch new market segment for this biological research applications company.

- **Market Penetration** – Penetrated untapped market generating \$2 million within 180 days.
- **Revenue Boost** – Raised revenues 3% by developing team and successfully launching new instrument platform and reagents.

MARKETING MANAGER, North America, Bio-Rad Laboratories; Redmond, WA 2001 – 2002
Managed U.S., Canadian, and South American markets. Budget: \$500,000.

- **Sales Increase** – Increased sales \$2 million by establishing overall strategic direction and implementing new marketing plan.
- **Divisional Leadership** – Recruited to take over marketing for blood virus division in the United States from France. Created marketing plan consisting of 3 primary tactical components to immediately impact market share and sales; reestablished relationship with principal distributor, launching new product, and merging 2 product lines.
- **Cost Savings** – Saved \$1 million by converting existing customers to similar product. Developed conversion plan and successfully presented to senior management; converted all existing customers within 3 months, allowing company to close down more expensive production facility.

EARLY CAREER EXPERIENCE:

Director of Marketing ~ Trek Diagnostic Systems, Inc., Westlake, OH

Highlight: Exceeded \$500,000 EBITDA requirements and significantly reduced costs 50%+/~\$2 million by renegotiating OEM contracts.

Director Business Development ~ Neoprobe Corporation ~ Columbus, OH

Highlight: Generated \$4+ million in 2 years. Identified strategic marketing partners and created strategic/tactical marketing plan to globally commercialize medical device for melanoma lymphatic mapping market.

Senior Marketing Manager ~ Mallinckrodt Medical, Inc. ~ St. Louis, MO

Highlight: Boosted sales \$2 million while reducing costs 5% by successfully launching bulk packaged product. Defined customer requirements and worked closely with manufacturing and regulatory affairs to launch new product configuration.

Marketing Manager ~ Sherwood Medical, Inc., Sub. American Home Products ~ St. Louis, MO

Highlight: Increased sales \$2 million by introducing and launching 200+ new products and developing powerful direct mail campaigns.

Director of Sales & Marketing ~ Martek Biosciences Corporation ~ Columbia, MD

Highlight: Launched 150 new products and created sales run rate of \$10 million with <70% profit margin.

Medical Products Department: Sales & Marketing Manager; Marketing Communications Manager; Product Development Specialist; Account Manager; Senior Representative; Microbiology Specialist

E.I. du Pont de Nemours & Co., Inc. ~ Wilmington, DE

Highlight: Generated \$3.5 million in sales for unapproved technology for treatment of cancer while identifying, justifying, and launching 3 new businesses with total revenue \$20+ million.

EDUCATION & CREDENTIALS

Education:

Ph.D. candidate in Microbiology; University of Louisville School of Medicine

Bachelor of Arts in Biology; University of Louisville, KY (*Dean's List*)
