

JOHAN A. FERREIRA, PhD, MBA

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SUMMARY

I am a results-driven marketing executive with 20 years of experience in marketing scientifically complex products in the biotechnology, health and wellness, life science, medical device, and pharmaceutical industries worldwide. I am a passionate educator effective in relaying my practical experience into positive learning outcomes in the classroom.

Advertising	Global marketing	Marketing strategy	Pricing
Brand management	Integrated marketing communications	New product development	Channel development
Consumer behavior	Marketing research	Product management	Services marketing

COMMERCIAL EXPERIENCE

INTUITY LLC (Washington, District of Columbia)

Principal

January 2016 – present

- Consulting with clients in the biotechnology, health and wellness, medical device, pharmaceutical, and regulatory science industries on marketing challenges and opportunities.

INVENTIV HEALTH INC (Burlington, Massachusetts)

Senior Vice President / Group Account Director

March 2012 – December 2015

- Developed sustainable annual agency revenue stream of \$10+ million based on the cultivation of strong relationships with clients such as Amgen, Baxter, Eli Lilly, GE Healthcare, Gilead Sciences, Salix, Stryker, and TearLab.
- Led various agency teams in the preparation and delivery of “pitches” that resulted in agency-of-record assignments; a notable example was my leading the pitch to Roche in Basel, Switzerland, that resulted in inVentiv Health’s becoming a roster agency for this pharmaceutical giant. By pitching extensively, I became expert at services marketing and identifying, nurturing, and developing enduring relationships that drive growth at new accounts.
- Demonstrated the transportability of my skills by developing effective marketing strategies and practical implementation plans across a breadth of therapeutic categories, including anesthesia, biosurgery, endocrinology, gastroenterology, immunology, neurology, oncology, osteoporosis, ophthalmology, parenteral nutrition, pulmonology, radiology, and urology.
- For **Stryker**, developed the award-winning “GetAroundKnee” direct-to-consumer marketing campaign to regain Stryker’s share in the worldwide market for total knee replacements. This project required a complete revitalization of the blockbuster Triathlon brand in its major markets worldwide and the execution of a carefully planned integrated marketing communications campaign. “GetAroundKnee” garnered many industry accolades, including a coveted CLIO Healthcare award, an inaugural Lions Health award, and several Medical Marketing & Media awards. Also for **Stryker**, collaborated with the corporate marketing team in redesigning the master brand architecture, brand identity, and foundational messaging elements (vision, mission, brand promise, corporate messaging platform, and value proposition) to ensure consistent communication across the entire enterprise in more than 100 markets worldwide.
- For **Eli Lilly**, led the creation of an advertising campaign that propelled Alimta to the leading chemotherapy for non-small cell lung cancer worldwide, with sales peaking at \$2.8 billion in 2014. In this endeavor, I liaised extensively with Lilly marketers at the global (e.g. Indianapolis headquarters), regional (e.g. EAME and Latin-America), and affiliate (e.g. Germany, Japan, and the UK) levels to gain a deep understanding of global, regional, and local market conditions.
- For **Gilead Sciences**, developed the marketing strategy to launch Cayston worldwide as a follower to Novartis’s market-leading tobramycin inhalation solution in the “collegiate” market for cystic fibrosis.
- For **Salix**, created a commercialization strategy that first primed the market by distinguishing opioid-induced constipation from regular constipation and then increased the consumer base of the Relistor brand from one million to more than 10 million patients in the US over a three-year period.

Vice President / Group Account Director
Vice President / Account Director

January 2010 – February 2012
December 2006 – December 2009

FISHER SCIENTIFIC INTERNATIONAL (Hampton, New Hampshire)

Global Marketing Director

August 2004 – November 2006

- Delivered 8% growth in revenue, 11% in gross margin, and 75% in operating income by developing and implementing the global marketing strategy for Fisher Scientific's in-house portfolio of laboratory chemicals, comprising 150,000 stock-keeping units across the Acros Organics, Fisher Bioreagents, Fisher Chemical, and Maybridge brands.
- Generated an increase in market share of 30% by creating and installing equitable gain-share policies that governed distribution relationships with a network of 70 partners worldwide.
- Released historical channel lock in North America by creating the business case for a product distribution agreement with VWR International – a direct competitor to Fisher Scientific's internal distribution business; gained executive approval and initiated implementation.
- Assembled, developed, and managed a team of 15 business analysts and product, marketing, and communications managers based in the Americas, Africa, Asia-Pacific, Europe, and the Middle East.

Marketing Manager

May 2002 – July 2004

- Developed the global marketing plans for the Acros Organics and Maybridge brands of organics and fine, custom, and combinatorial chemicals. Both brands subsequently outpaced market growth rates and delivered 10% and 15%, respectively, in annual revenue gains.
- Reduced the lead-time on the supply of organics and fine chemicals to Eli Lilly's research and development facilities in China and India by 65% through the installation of effective distribution partner agreements. The optimized distribution channel resulted in a revenue increase of \$1.1 million for Fisher Scientific in the first year of implementation.
- In the second year of my tenure as marketing manager, I was given the special assignment of stabilizing Fisher Scientific's relationship with Merck, which had become tenuous due to misaligned expectations. To address this challenge, I recruited, trained, and managed a five-person team that eventually worked flawlessly across the entire enterprise to re-establish Merck's confidence in Fisher Scientific as its preferred supplier of laboratory chemicals. My team marketed and drove revenue growth on Fisher Scientific's entire portfolio of proprietary and nonproprietary laboratory-scale chemicals at Merck's facilities in Canada, Italy, Japan, the UK, and the US, delivering \$1+ million in revenue growth in the first year of the turnaround initiative.

Product Manager

May 2001 – April 2002

- Developed and implemented the global marketing plan for the Acros Organics line of organics and fine chemicals. The product portfolio contained 22,000 stock-keeping units housed at strategic locations in Belgium, Canada, the UK, and the US.
- Created a customer-driven product roadmap that served as the key driver of the new product development and commercialization processes. The new product development component of this roadmap delivered 22% in annual revenue growth by reducing the time needed to commercialize new products by 50%.
- Enacted a comprehensive pricing overhaul on the Acros Organics product line by first conducting detailed competitor analyses worldwide and then revising the pricing strategy, which resulted in 24% annual operating income growth across the portfolio once implemented.

SCHERING-PLOUGH CORPORATION (Kenilworth, New Jersey)

Senior Scientist

October 1997 – April 2001

- Applied expertise in organic chemistry to develop small-molecule inhibitors as potential treatments for prostate cancer and malaria; efforts resulted in two peer-reviewed articles and five patents granted by the United States Patent Office.

TEACHING EXPERIENCE

THE GEORGE WASHINGTON UNIVERSITY (Washington, District of Columbia)

Adjunct Professor of Marketing

2016 – present

Basic Marketing Management (BADM3401): Spring 2016; Fall 2016; Spring 2017; Fall 2017; Spring 2018; Summer 2019

Consumer Behavior (MKTG3142): Fall 2018; Fall 2019

Independent Study (BADM4995): Fall 2017 – “Cowboys vs. Superheroes: How Superheroes Won the Battle” (D. Weintraub); Spring 2018 – “Internship with Genentech” (L. Armstrong); Summer 2018 – “Micron Metals Marketing Analysis Part 1” (R. Kessler); Fall 2018 – “Micron Metals Marketing Analysis Part 2” (R. Kessler)

RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY (Newark, New Jersey)

Adjunct Professor of Marketing

2002

Marketing Strategy (609NB) – Spring 2002

EDUCATION

- 2018 BA in Afrikaans and General Linguistics (*cum laude*), The University of South Africa, Pretoria, South Africa
- 2002 MBA (concentration in Marketing; *cum laude*), Rutgers, The State University of New Jersey, Newark
- 1996 PhD in Organic Chemistry, Free State University, Bloemfontein, South Africa
- 1994 MSc in Organic Chemistry (*cum laude*), Free State University, Bloemfontein, South Africa
- 1992 BSc Honors in Chemistry (*cum laude*), Free State University, Bloemfontein, South Africa
- 1991 BSc in Applied Mathematics and Chemistry (*cum laude*), Free State University, Bloemfontein, South Africa

ACADEMIC AWARDS

- 2018 Tafelberg prize for the best third-year student in Afrikaans
- 1997 SASOL postgraduate medal awarded to innovative graduate students in Chemistry
- 1992 James Moir medal from the South African Chemical Institute for the best honors student in Chemistry
- 1992 SASOL award for the best honors student in Chemistry
- 1992 Student Council academic honors for outstanding academic achievement in honors year
- 1991 Merck award for the best third-year student in Chemistry
- 1990 Genmin award for the best second-year student in Chemistry
- 1990 CB van Wyk award for the best second-year student in Applied Mathematics
- 1989 PPC award for the best first-year student in Chemistry

ACADEMIC SERVICE

- 2018-2019 Faculty Advisor, George Washington University chapter of the American Marketing Association

MEMBERSHIPS

American Marketing Association
Beta Gamma Sigma

PUBLICATIONS

BOOK CHAPTERS

Barton DHR, Jaszberenyi JCs, and **Ferreira JA**. 1997. "Free Radical Deoxygenation of Thiocarbonyl Derivatives of Alcohols". In: S Hanessian (Ed.) *Preparative Carbohydrate Chemistry*. New York, NY: Marcel Dekker, pp. 151-172.

CONFERENCE PROCEEDINGS

Barton DHR and **Ferreira JA**. 1997. "New Reactions of the Thiocarbonyl Function. The Synthesis of Hindered Peptides". In: M Luby (Ed.) *Proceedings of the 17th International Symposium on the Organic Chemistry of Sulfur*. New York, NY: Gordon and Breach.

PATENTS

Taveras AG, Aki CJ, Bond RW, Chao J, Dwyer M, **Ferreira JA**, Chao J, Yu Y, Baldwin JJ, Kaiser B, Li G, Merritt JR, Biju PJ, Nelson KH Jr, Rokosz LL, Jakway JP, Lai G, Wu M, Hecker EA, Lundell D, and Fine JS. 2006. "3,4-Di-substituted cyclobutene-1,2-diones as CXC-chemokine receptor ligands". US Patent 7,132,445.

Taveras AG, Dwyer M, **Ferreira JA**, Girijavallabhan VM, Chao J, Baldwin JJ, Merritt JR, and Li G. 2005. "3,4-Di-substituted Maleimide Compounds as CXC Chemokine Receptor Antagonists". US Patent 6,903,131.

Taveras AG, Doll RJ, Cooper AB, **Ferreira JA**, Guzi T, Mallams AK, Rane DF, Girijavallabhan VM, Afonso A, Aki CJ, Chao J, Alvarez C, Kelly JM, Lalwani T, Desai JA, Wang JJ-S, and Weinstein J. 2004. "Farnesyl Protein Transferase Inhibitors". US Patent 6,740,661.

Taveras AG, Doll RJ, Cooper AB, **Ferreira JA**, Guzi T, Rane DF, Girijavallabhan VM, Aki CJ, Chao J, Alvarez C, Kelly JM, Lalwani T, Desai JA, and Wang J. 2002. "Farnesyl Protein Transferase Inhibitors" US Patent 6,372,747.

Cooper AB, Doll RJ, **Ferreira JA**, Ganguly AK, Girijavallabhan VM, Taveras AG, Chao J, Baldwin JJ, Huang C-Y, and Li G. 2002. "Inhibitors of Farnesyl Protein Transferase". US Patent 6,432,959.

PEER-REVIEWED PUBLICATIONS

Aki C, Chao J, **Ferreira JA**, Dwyer MP, Yu Y, Chao J, Merritt RJ, Lai G, Wu M, Hipkin RW, Fan X, Gonsiorek W, Fossetta J, Rindgen D, Fine J, Lundell D, Taveras AG, and Biju P. 2009. "Diaminocyclobutenediones as Potent and Orally Bioavailable CXCR2 Receptor Antagonists: SAR in the Phenolic Amide Region". *Bioorganic & Medicinal Chemistry Letters* 19(15), 4446-4449.

Rivera J, Jayasuriya N, Rane D, Keertikar K, **Ferreira JA**, Chao J, Minor K, and Guzi T. 2002. "Synthesis of Substituted 1H-Imidazol-1-ylmethylpiperidines. Facile Separation of 1,4- and 1,5-Disubstituted Imidazoles". *Tetrahedron Letters* 43, 8917-8919.

Barton DHR and **Ferreira JA**. 1997. "New Reactions of the Thiocarbonyl Function. The Synthesis of Hindered Peptides". *Phosphorus, Sulfur, Silicon, and the Related Elements* 120-121, 1-20.

Barton DHR and **Ferreira JA**. 1996. "N-Hydroxypyridine-2(1H)-thione Derivatives of Carboxylic Acids as Activated Esters. Part I. The Synthesis of Carboxamides". *Tetrahedron* 52, 9347-9366.

Barton DHR and **Ferreira JA**. 1996. "N-Hydroxypyridine-2(1H)-thione Derivatives of Carboxylic Acids as Activated Esters. Part II. Applications in Peptide Synthesis". *Tetrahedron* 52, 9367-9386.

De Almeida MV, Barton DHR, Bytheway I, **Ferreira JA**, Hall MB, Liu W, Taylor DK, and Thomson L. 1995. "Preparation and Thermal Decomposition of N,N'-Diacyl-N,N'-Dialkoxyhydrazines: Synthetic Applications and Mechanistic Insights". *Journal of the American Chemical Society* 117, 4870-4874.

Ferreira JA, Nel JW, Brandt EV, Bezuidenhout BCB, and Ferreira D. 1995. "Oligomeric Isoflavonoids. Part 3. Daljanelins A-D, the First Pterocarpan- and Isoflavonoid-Neoflavonoid Analogues". *Journal of the Chemical Society, Perkin Transactions 1*, 1049-1056.