

# Naiomi Chardon Saad

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## Experience

### ***Rebexa Group, Inc., San Juan, P.R.***

#### **Co-Founder and Commercial Director, 2006 to present**

Assisted in the development of a business plan for an all encompassing consulting firm that would become a one stop shop for compliance services in the region, to better manage the highly diverse needs of regulatory affairs for the Central American market. The business plan won first prize at an entrepreneurship competition sponsored by Grupo Guayacan and McKinsey & co. Branches at this time include entities in Puerto Rico, Dominican Republic, Ecuador and Costa Rica.

### ***Merck Sharp & Dohme, I.A., Carolina, PR***

#### **Marketing Director, 2001 to 2005**

Develop and recommend an overall marketing strategy for the region. This includes forecasting national economic and market environments, identifying key opportunities and threats, recommending solutions to problems. Also, as a member of the Executive Committee, generate and assess various options for business development in the market and contributes to and participates in all decisions regarding regional strategy. Review and approve all marketing plans for the region. Develop plans and programs to promote the name of Merck in the region with the public and the medical community. Ensure that plans are developed that support regional operations in the difficult areas of Pricing, Business Development, Strategic Planning, Human Health Economics, Market Research and Business Intelligence. Supervise the full range of HR support for all Merck personnel in the Marketing Department including Salary Planning & Administrations, Human Resource Planning, Recruiting, Training, and the implantation of policies and procedures. Coordinate the activities of the Medical Director with regard to his interface with the medical community.

**Major Achievements:** Lead the successful design, development and implementation of the Customer Focus Strategy; obtained the highest ranking honor within the university (Beta Gamma Sigma)

#### **Franchise Manager, 2000-2001**

Lead and provide strategic management to the members of the Cardiovascular Franchise team to achieve market share and sales objectives of our products within the company in order to maximize sales and market share.

**Major Achievements:** Highest contribution to the development, implementation and follow-up process for the June 28 KOLs activity performed during 2002; Cozaar obtained the LAHH Best Competitive Action Plan Award; reduced the gap between Lipitor and Zocor to the lowest ever as per IMS Jan./02 since the launch of Lipitor (difference of 5.6 points).

#### **Market Development Manager, 1999-2000**

Develop, implement and support market development programs designed to assist hospitals and other customers with the identification of treatment patterns for patients and ensure that company products in assigned categories are the recommended standard therapies. Assist in the implementation of promotional programs for target products island wide. Human and professional relations were critical in this function, which are considered as important as the technical ability for the performance of the job. Organize and conduct medical events and meetings with key leaders involved in the development of the market development strategy. Function with the prescribed legal and regulatory guidelines established for the assignment and observe the Corporate Ethical Business Practice and Procedures.

**Major Achievements:** Engaged strong communication with key M/L USHH Staff; efficiently worked towards the development and implementation of the e-LAMT initiatives.

#### **Product Manager, 1997-1999**

Perform in a continuous basis, analyses and qualitative research of the market, the target segments, the key opinion leaders and the patients, to determine the product's key issues, define the product's marketing strategy and prepares the objectives of the annual profit plan and the strategic long range operating plan. Manage promotional budget.

**Major Achievements:** Achieved highest Cozaar market share in the world; positioned Cozaar as the leading prescribed antihypertensive in PR.

## Education

Saint Joseph's University, Philadelphia, PA, 2003-2005  
MBA in Pharmaceutical Marketing  
Graduated Magna Cum Laude, Member of Beta Gamma Sigma Honor Society

Interamerican University, San German, PR, 1990-1992  
BA in Business Administration  
Graduated Magna Cum Laude, Member of the American Marketing Association

University of Puerto Rico, Mayaguez, PR, 1987-1990  
Courses towards a Bachelor in Business Administration

## Continuing Education

Executive Leadership, High Impact Leadership, Leadership Development Program, Coaching and Counseling