

KENDALL D. BROWN

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STRATEGIC BUSINESS DEVELOPMENT LEADER

Business/Market Analytics | Strategic Planning | Business Strategy

Analytical Business Leader with the unique ability to move seamlessly between big picture strategy and hands-on execution of operational details to generate business growth. Effective communicator with a proven track record of motivating strong, high performance teams to achieve results. Recognized as a driven leader who successfully completes projects on time and on budget. Innovative thinker with the skill to analyze situations and find solutions to complex problems. Diverse background delivering breadth of experiences in:

- Forecasting and Budgeting
- Product Marketing
- Sales & Operations Planning
- Portfolio Analysis and Management
- Competitive Intelligence
- Training and Development

PROFESSIONAL EXPERIENCE

ACLARA TECHNOLOGIES, Hazelwood, MO

Consultant – Portfolio Director (2016 – Present)

Led the detailed development of a stage-gate product development process to be used by the organization to develop new products that generate revenue growth. Created tools and templates for use in the process. Prepared training materials to socialize the correct use of the process in the organization. Developed and implemented a prioritization tool to prioritize new product development projects.

MALLINCKRODT PHARMACEUTICALS, Hazelwood, MO

Formerly a division of TycoHealthcare and Covidien.

Director, Strategic Planning (2008 – 2015)

Led the annual team-based strategic planning process for the five year time horizon, performed market analytics and analyzed the company's ability to compete in those markets. Created presentations that were delivered to senior leadership and ultimately the Board of Directors. Managed the new product pipeline including project analytics, portfolio analytics, project risk assessments, and the process to add/remove projects from the pipeline.

- Performed market analytics and recommended a change in strategy of a business, resulting in price increases for the business that had been experiencing price declines
- Created a 5 year strategic plan presentation which resulted in the Board of Directors adding an additional \$20M in R&D funds to support the initial plan
- Participated in due diligence that resulted in a \$1.3B company acquisition
- Selected and installed a portfolio management system for improved analytics to maximize portfolio value

Global Pricing Director (2006 – 2007)

Led teams for all commercial pricing and margin enhancement initiatives for the three Pharmaceutical businesses, including the development and communication of the strategic, financial, and administrative implications of proposed and/or implemented pricing policies and actions.

- FY08 margin enhancement of \$33.6M versus a budget of \$6.8M
- FY07 margin enhancement of \$26.7M versus a budget of \$14.5M

Marketing - Senior Product Manager (2005 – 2006)

Led and managed all aspects of the relationship with an external (ex-U.S.) source of products, including setting up systems to ensure cGMP manufacturing, receiving products at U.S. facilities, meeting with key customers, and developing the strategy and tactics for commercializing the products.

- Managed the creation of all internal systems needed to work with this partner
- Commercially launched 5 initial products, maximizing their market share in a highly competitive market

Demand Manager/Sales & Operations Planning Coordinator (2003 – 2005)

Led the implementation of the Dosage division's Sales & Operations Planning process, recognized and evaluated demand, monitored performance against plan, and planned for long term capacity needs.

- Created and implemented systems to support the S&OP process
- Managed customer partnering opportunities (CPFR/VMI), awarded supplier of the year award in its category at Walmart

Marketing - Business Manager (1999 – 2003)

Established, directed and coordinated all marketing strategy and tactics for the Contract Manufacturing/Compounding Powders business and the Addiction Treatment business, developed annual budgets and monthly forecasts, participated in sales calls to key customers and identified new products and growth areas.

- Doubled the sales of the key Compounding Powders product while maintaining the margin percentage
- Increased the Addiction Treatment market share from 50% to 85%, and repaired the company's reputation in the industry

Marketing Project Manager (1998 – 1999)

Managed all external manufacturers to ensure a high level of customer service during a time of explosive growth, served as the liaison between marketing and R&D (making product decisions, setting priorities, and managing timelines), and ensured all state formulary registration for all new product launches.

EDUCATION

MBA, Finance, University of Missouri, Columbia, MO

BS, Accounting, University of Missouri, Columbia, MO

PROFESSIONAL DEVELOPMENT

McKinsey New Product Pricing workshop

The Fuld-Gilad-Herring Academy of Competitive Intelligence CIP-1 courses

Professional Pricing Society Pricing, Bundling & Tiering workshop

Washington University Pricing Strategy and Tactics workshop

Healthcare Marketing & Communications Council's Product Manager Development Program

Granted a certificate as a Certified Public Accountant