

MELISSA JONES

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BIOPHARMACEUTICAL SALES MANAGER

Accelerate Sales within Highly Competitive Markets by Blending a Consultative, Engaged and Respectful Approach Across Community, Academic and Network Healthcare Environments

Proven leader in sales and business development with 15+ years in the pharma industry and subject matter expertise in the evolving Hematology/Oncology landscape. Develop and lead large-scale training initiatives for product launches with a background attaining unprecedented new product revenue growth through savvy consultation with healthcare stakeholders. Out-perform industry peers due to reputation as a trusted partner with superior clinical competency. Thought Leader and Subject Matter Expert in development of product portfolio educational and promotional strategies to meet district, regional and national objectives aligned with organizational vision.

Areas of Excellence

Sales & Business Development • Team Leadership • Product Training • Curricula Development and Deployment • New Product Launches Consultative Selling • Territory Growth Strategies • Relationship Building • Regulatory Compliance Field Coaching • Project Management • Virtual Meeting Platforms: Zoom, Skype, WebEx, Microsoft Teams, Google Meet

PHARMACEUTICAL SALES & BUSINESS DEVELOPMENT EXPERIENCE

ABC PHARMACEUTICAL

2014 – Present

Senior Hematology Oncology Consultant (2018 – Present)

Oncology Hematology Consultant (2014 – 2018)

Recruited as a Hematology Oncology consultant to turn around a historically underperforming territory across New York City, Vermont and parts of Massachusetts. Generated positive revenues within 1 year, maximizing sales of an oncology asset spanning 3 therapeutic areas. Launched new indications in lung cancer, pancreatic cancer, and approved combinations with immunotherapy. Promoted to Senior Consultant as a result of contributions to peer mentorship and strength managing partnerships with physicians, nurses and administrators across community, academic and network healthcare settings.

- Surpassed sales goals in 8 of 9 quarters during tenure. Ranked in top 25% nationally in 2009 and 2011, and received Diamond Club Ranking of 14/80 in division in 2017.
- Generated 30% growth for the flagship hematology product in 2010, preceded by 75% growth in 2009. Recognized for national top performance in SOM gain, conversion to newer drug offering, duration, and new prescriptions.
- Served as a formal mentor to 4 regional colleagues, providing product knowledge, guidance on company policies, and interpretation and utilization of analytics.
- Twice recognized with the Values Award for contributions to the company's goals and values. Acknowledgements were in recognition for innovation and for passion for the patient.
- Chosen by the Regional Director to apply expertise and winning strategies to facilitate multiple Northeast Region promotional programming conference calls with key customers.
- Tapped to serve as a two-time member of the MAC Team, serving as a liaison to the marketing team providing feedback on ways in which strategic initiatives were perceived in the field.
- Enlisted as a district liaison to the US Oncology taskforce providing subject matter expertise from the field, sharing ideas, and best practice approaches for physician access.
- Selected to participate in the prestigious Dale Carnegie Influential Leadership Program in 2013.

PHARMACEUTICAL COMPANY

2004 – 2014

Executive Oncology Sales Specialist (2006 – 2014)

Tapped to join the Oncology Specialty sales team, driving sales throughout the Northwest New England Territory, which encompassed New York City, Vermont, New Hampshire, and the eastern portion of upstate New York.

Promoted, sold and educated clients on utilization of oncology portfolio in cancer, mesothelioma, metastatic breast cancer, ovarian cancer, and pancreatic cancer. Delivered immediate wins by building trusted relationships with physicians, staff and nurses within community practices, network practices and academic institutions.

- Reached #1 in nation in portfolio sales growth in 2007 by deepening presence with key healthcare professionals. Gained exclusive access to the new network of physicians resulting in the signing of an OnMark contract in 2007.
- Furthered relationships and gained exclusive access to leading physicians through 4-time invitation to represent pharma at the Cancer Center's Breast Cancer Symposia.
- Brought on board 2 of the most highly respected and utilized territory lecture bureau speakers.
- Enlisted by the thoracic brand team to source speakers for the launch of a new maintenance therapy.

Peer to Peer Associate (2004 – 2006)

Promoted to serve on the Northeast Region's Diabetes Care Management Team, in charge of coaching and managing a regional bureau of professional promotional speakers. Partnered with promotional speakers to optimize speaking and presentation opportunities. Developed and executed professional promotional programs at the regional and national level in coordination with corporate partners (Takeda, Amylin, and Icos). Participated in professional development of the Northeast Area sales representatives through field rides, field contact, coaching reports and regional conference calls.

EARLY PROFESSIONAL EXPERIENCE**XYZ PHARMACEUTICAL****Executive Diabetes Care Specialist**

- Received numerous recognitions for top sales including:
 - #1 in US in Diabetes portfolio sales growth.
 - Top 2% in Sales & Leadership in US Affiliates.
 - Top 5% in Diabetes portfolio sales performance.

EDUCATION**ST. MICHAEL'S COLLEGE, Colchester, VT****Bachelor of Science, Biology*****Graduated Cum Laude***