

ROBERT BAIN

Unit 18 Lecturer, Rady School of Management

Professional Experience:

- 05/08 – Present*
- Chief Commercial Officer, Founder, PARx Solutions, Inc., Burlington, MA.**
- Founded a web-based application company that provides a prior authorization service
 - Developed PASS (Prior Authorization Support System)[®] that improves and standardizes the PA process for providers, office staff and their patients
 - Developed the commercialization aspects of the company including the use over 100,000 physician and over 30 pharmaceutical manufacturer sponsorships
 - Generated over \$1.5MM in investment monies in support of initial start-up requirements; Due to initial success of company, another \$3.0MM in investment monies was raised in 2015
 - Lead all business development efforts that has recently double earnings over the last previous year
 - Ensure compliancy with HIPAA, OIG, HITECH, HITRUST, and all other regulatory requirements
- 07/01 – Present*
- Managing Director, The Bain Group, LLC, San Diego, CA**
- Develop and/or evaluate biopharma client strategies including; commercialization options, partnering and go-to-market requirements
 - Provide commercial guidance including; prelaunch clinical strategies, product launches, strategic planning, building of teams and infrastructure, and life cycle management
 - Define/coordinate new market opportunities based on customer needs and strategic partnerships
- 11/01 – 06/07*
- Executive Vice President, Business Development, Publicis Selling Solutions, Inc., Lawrenceville, NJ**
- Responsible for developing and establishing business strategies and execution over multiple therapeutic areas across Publicis Healthcare Communications Group divisions including; business development and sales, commercialization management, sales force options and design, recruiting, training, marketing, managed markets and reimbursement, and project management
 - Responsible for developing the West Coast operations and customer segment service offerings and new product development in the following areas; biotech, specialty pharma, oncology, emerging pharma, and managed markets
 - Responsible for generating over \$200MM in revenue
- Co-founder, Chief Operations Officer, Legends Q&P, LLC (Acquired by Publicis Healthcare Communications Group)**
- Responsible for commercialization strategies and execution including; business planning and financial forecasting, operations, sales and marketing, and business development
 - Responsible for introducing alternative solutions to traditional contract sales services by providing high-end specialty services and complete commercialization offerings founded on experience, expertise, and relationships. Services included; sales forces and management teams, territory design, recruiting, marketing, training, managed markets, medical liaisons, sales force automation, compliance, and project management
 - Created a physician-based referral recruiting service established on represented value to physician practices and independent sales performance

ROBERT BAIN

08/00 –
07/01

Sr. Vice President, Strategic Business Development, PRN, Inc., La Jolla CA

- Created and developed a research network based on providing clinical research associates and coordinators trained and certified to support Phase IIb – IV clinical research with experienced and naïve researchers in support of pre and post launch ethical research and marketing strategies
- Responsible for all marketing and sales including; strategy, business planning, advertising, branding, sales and marketing collateral materials, trade meetings, market expansion, and strategic alliances
- Expanded the service offering from a single regional effort with 320 physician research members to a national presence in seven major metropolitan statistical areas with over 1,500 clinical research providers

08/90 –
08/00

Director, Business Development, Managed Care, Bristol-Myers Squibb, Inc., Lawrenceville, NJ

- Responsible for the development of a cross-divisional pre-launch, launch, and implementation plan for a projected \$3 billion “new in-class” cardiovascular hypertensive product
- Engineered a California statewide diabetes initiative designed to develop, “Standards of Minimum Care” and treatment protocols for health plans, provider groups, and county Medi-Cal initiatives
- Responsible for evaluating and implementing increased productivity programs with an emphasis on continuous improvement and innovation
- Created the “Partner with a Partner” strategies by evaluating strategic partnerships that provide additional value and services beyond the core competency of the BMS product line

Associate Director, Medical Groups, Managed Care, Bristol-Myers Squibb, Inc., Lawrenceville, NJ

- Managed and developed a medical group/integrated managed markets sales force with sales exceeding 118 million dollars/year
- Coordinated operations within managed markets including; senior management, marketing, legal, medical, disease management, and field sales for development and implementation of customer business plans
- Demonstrated the ability to anticipate current market trends, and developed, or positioned, products and services to meet the customer needs and to gain competitive advantages within the marketplace

District Business Manager, Bristol-Myers Squibb, Inc., San Diego, CA

- Managed and developed a pharmaceutical sales district with sales exceeding 28 million dollars/year
- Developed strategies and tactics for the sales and promotion of 14 pharmaceutical products
- Managed 21 Specialized Sales Representatives including; hospital, cardiovascular, CNS, ID, and managed markets

Territory Sales Manager, Bristol-Myers Squibb, Inc., San Diego, CA

08/86 –
08/90

Staff Research Associate II, Department of Medicine, UCSD Medical Center, San Diego, CA

- Managed and staffed a research biochemistry laboratory
- Designed, coordinated and conducted bench research and clinical pharmaceutical studies
- Designed, provided training, and implemented research procedures including protocols adopted by NASA
- Established purchasing policies and negotiated all laboratory and clinic vendor contracts

03/80 –
07/86

Operation Manager/Paramedic, Saginaw Mercy Ambulance, Saginaw, MI

- Established new advanced life support services for urban and rural areas that reduced response times
- Supervised daily operations and a paramedic staff of 24
- Developed marketing and feasibility studies to monitor new development and expansion growth
- Complied and authored pre-hospital countywide infectious disease manual and protocols
- Paramedic Clinical Field Instructor

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Other Experiences/Affiliations:

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| ▪ Xiconic Pharmaceuticals, LLC | Consultant, VP Business Development |
| ▪ Nex Cubed, LLC | Mentor, Commercialization |
| ▪ Bio-Ops, Inc. | Principle, Director of Business Development |
| ▪ SoulArc Boards, LLC | Managing Partner |
| ▪ San Diego Managed Care Group, Inc. | Managing Partner, Board Member |
| ▪ Tetra Laboratories, Inc. | Partner, Board Member |
| ▪ Sharp HealthCare | Consultant, Director of Business Strategy |
| ▪ Scripps Whittier Institute for Diabetes | Consultant, Community Board Member |

Education:

- B.S., Clinical Laboratory Science, Michigan State University, E. Lansing, MI
- One-year Post Graduate Clinical Laboratory Science Internship, Saginaw Medical Center, Saginaw, MI
- Board Certified, American Society for Clinical Pathology (ASCP)
- Paramedic License, Advanced Life Support Paramedic Program, Delta College, Saginaw, MI
- Advance Cardiac Life Support (ACLS)

Publications:

- “Beta-Adrenergic Receptors Predict Heart Rate Reactivity to a Psychosocial Stressor”, Psychosomatic Medicine, November-December 1990, Volume 52: Issue 6, p 621-623.

Summary of Qualifications:

- Life science expertise; business development, management, sales, marketing, research and clinical experience
- Strong understanding of business planning, product development, and commercialization strategies
- Successfully identified opportunities and provide strategic solutions that maximized results
- Ability to design, organize and manage intricate projects to completion with favorable outcomes
- Strong knowledge of the life science environment including; market channels, current dynamics, and relationships