

Craig A. Eberhard

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Executive Marketing & Sales Management, Education

<u>Profile</u>	Senior marketing and sales pharmaceutical/biotech executive with over 30 years management experience in the pharmaceutical/biotech sector. Full-time instructor (Continuing Lecturer Appointment) within the University of California educational system (UC San Diego, Rady School of Management)
<u>Experience</u>	<p>University of California, San Diego 2016-Present</p> <p>Full-time lecturer, Continuing Lecturer Appointment, Rady School of Management (MGT 103: Product Marketing & Management, MGT106: Sales & Sales Management) Total courses taught to date: October 2023, sixty-seven (67) Academic Advisor (volunteer role) to UC San Diego Athletic Department, Men's Basketball (2017-present), regular presenter to UCSD student-athletes (career options & management)</p> <p><u>Sales Management STAT Consulting</u> 2012 -2018</p> <p>Founder</p> <p>Sales Force and Sales Management medical sector consulting with emphasis on the formation of Sales Forces, Sales & Sales Management training, Sales Compensation, and Sales Force execution.</p> <p>Companies include Theravance (Biotech), HCR-ManorCare (Skilled Nursing), Ambra BioScience (Pharma), and Microdermis (Pharma)</p> <p>.</p> <p><u>Apria Healthcare, Lake Forest, CA</u> 2009-2012</p> <p>Sr. Vice President, Sales Strategy and Operations Responsible for the management of Sales Operations, Business Analytics, and Sales and Sales Management Training for a combined field sales force of seven hundred (700)</p> <p style="text-align: center;">OVER</p> <p><u>Amylin Pharmaceuticals, Inc., San Diego, CA</u> 2003 -2009</p>

	<p><u>Vice President, Sales</u></p> <ul style="list-style-type: none"> • Responsible for the formation and management of the Amylin Sales and Managed Care field forces from inception to current state (650 field personnel) • Responsible for the formation and management of the internal field support departments (Sales Operations, Sales Representative, Sales Management, and Managed Care Training, Sales Administration) • Led successful product launches for Amylin’s first commercial products, Byetta and Symlin, two first in class injectable peptide hormone products for the treatment of T1 and T2 diabetes. (\$850 million in portfolio revenue by 2008)
	<p><u>The Upjohn Co./Pharmacia & Upjohn</u> 1981 – 2003</p>
	<p><u>Vice President Sales, Western Division (1998-2003)</u> Directed six primary care sales forces and one specialty sales force in the successful promotion of ten promoted products for an 11-state regional business center (1,500 sales representatives). Contributed to companies 3 consecutive 25%+ sales growth for pharmaceutical division (2000-2002). Project lead “Best-in-Class 2000 (Sales Force Effectiveness 2-year project). Position terminated due to Pfizer Pharmaceutical acquisition of the company in 2003.</p> <p>Regional Sales Director (1995-98) Regional Marketing Director (1993-94) Sales Operations Director (1992-93) Sales Training Manager (1990-1992) District Sales Manager (1987-90) Specialty Sales Representative (1985-86) Hospital Sales Representative (1984-85) General Sales Representative (1981-84)</p>
<u>Education</u>	<p>Bachelor of Science, Biology – Summa Cum Laude California Lutheran University, Thousand Oaks, CA 1981</p>