

RICHARD T. MINOFF
rminoff@1gblp.com

PROFESSIONAL PROFILE

Senior-level business executive with over 25 years of broad-based experience, both global and domestic, as well as extensive academic & executive education experience. Expertise focused on Marketing, Management & Business Strategy, Global Business and Entrepreneurship.

PROFESSIONAL EXPERIENCE:

1 GLOBAL PARTNERS, LLC, King of Prussia, PA and Basel, Switzerland (2009 – Present)

Managing Partner (2009 – Present)

Full P&L responsibility and direction of a leading-edge, boutique global pharmaceuticals and life sciences consultancy focused on the creation of sustainable competitive advantage (SCA) for its clients. 1GP is focused on providing consulting services in three core business pillars: 1) Strategic Planning & Commercialization; 2) Marketing Consulting & Life Cycle Management; and 3) Building High Performance Organizations/Teams.

DORLAND GLOBAL CORPORATION, Philadelphia, New York, San Francisco & Basel (2002 – 2009)

President & Chief Executive Officer (2007 – 2009)

President & Agency Partner (2002 - 2007)

Full P&L responsibility and direction of a \$25 million (fee billings), global, full-service, integrated healthcare marketing & communications company with 150+ staff. Directed 4 Strategic Business Units (Dorland Global Health Communications, Dorland Global Public Relations, Dorland Global Medical & Scientific Affairs and *inRx* Medical Education) and 3 shared service groups (Creative Services, Finance & Administration and Internal Relations). Dorland Global provided strategic planning, marketing & business consulting, brand strategy, advertising & promotion, public relations, digital solutions and medical education services tailored to 37 global and domestic clients. Credited with rebuilding company and successfully leading partner group in sell-off to Huntsworth plc (London) in March 2007 to increase the company's global footprint and service offering.

INTERLINK HEALTHCARE COMMUNICATIONS, Princeton, & London (1995-2002)

Executive Vice President (2000-2002)

Senior Vice President & Director, Client Services (1998-2000)

Vice President & Director, Account Management (1995-1997)

Directed worldwide client services and revenue generation through account management & new business development departments, as well as management of Pan-European office in London. Interlink, as part of the Lowe Group (Top 3 worldwide), was a full-service global agency providing strategic direction and marketing strategy, global launch planning, professional advertising & promotion and medical education programs tailored to the brand needs of 22 global clients. Key manager in start-up team which built business from \$1.5 million (fee billings) and 7 professionals to \$20 million (fee billings) and 135+ professionals. Global Team Leader on 19 new product launches including many billionaire brands.

BARTON & PITTINOS, INCORPORATED, Blue Bell, PA (1991-1995)

Senior Vice President & Partner (1993-1995)

Vice President & Director, Account Management (1991-1993)

Directed account management and new business development for Top 25 healthcare marketing & communications agency. B&P, a full-service agency, provided strategic planning, marketing, new product planning, professional advertising & promotion, patient education, market research, telemarketing and database marketing services and programs tailored to 12 clients. Grew company from a small \$1.25 million firm (fee billings) to mid-sized \$5.75 million (fee billings) organization with 50+ staff.

WYETH CORPORATION, Wyeth Pharmaceuticals Division, St. Davids, PA (1986-1991)

Director of Marketing (1988-1991)

Group Product Manager (1987-1988)

Senior Product Manager (1986-1987)

Directed marketing, strategic planning and new product development efforts of ~\$550 million Pediatric & Consumer Healthcare Division for Fortune 100 Corporation. Reporting to General Manager, directed staff of 20 and managed \$45+ million A&P budget. Led start-up of newly-created 500 employee business unit which overwhelmingly exceeded business plan objectives; credited with forging 'best-in-practice' sales & marketing partnership and global brand integration processes worldwide.

GLAXO SMITHKLINE CORPORATION, Philadelphia, PA (1980-1986)

Product Manager (1984-1986)

Manager, Worldwide Government & Public Affairs (1983-1984)

Manager, Human Resource Development (1981-1982)

Manager, Corporate College Relations (1980-1981)

Managed multiple functions during tenure at this Fortune 100 Corporation with assignments on the Corporate staff, and in both the Pharmaceuticals division and the Consumer Products division. Recognized internally for exceeding business plan goals in all assignments which led to such outcomes as significantly increased sales & profits, new product revenue streams, noticeable organizational & operational systems improvements, stronger relationships with external stakeholders and new talent acquisition.

ACADEMIC & EXECUTIVE EDUCATION EXPERIENCE:

AACSB Professionally Qualified (PQ) Bridge Program, Fairfax, VA (May 22-27, 2011)

MBA (1976), Management/Business Policy, **ROBERT H. SMITH SCHOOL OF BUSINESS, UNIVERSITY OF MARYLAND**, College Park, MD, 3.5 overall GPA; 3.5 major GPA.

BA Cum Laude (1972), Political Science, **UNIVERSITY OF CONNECTICUT**, Storrs, CT, 3.5 overall GPA; 3.9 major GPA, Honors Thesis.

Teaching

Lecturer in Marketing, Wharton School (MBA Global Consulting Practicum), Philadelphia, PA, (2010 – Present)

Adjunct Professor of Marketing, La Salle University, Philadelphia, PA (1991–1993),

Adjunct Professor of Management & Marketing, Ursinus College, Collegeville, PA (1986 – 1990)

Key Academic & Service Positions

International Advisory Board, Open University School of Business, Milton Keynes, UK, (2010 – Present)

Robert H. Smith School of Business Advisory Board at the University of Maryland, (2008 – Present)

Editorial Board, Pharmaceutical Commerce (2008 – Present)

Executive Education (For all programs developed curriculum and was lead or sole faculty)

Consumer Integrated Marketing, F. Hoffmann La Roche (2004 – Present)

Global Positioning & Brand Development, F. Hoffmann La Roche (2004 – Present)

Marketing Skills Development Program, Dorland Global Corporation (2003 – 2009)

Marketing Segmentation in Pharmaceuticals: Principles and Practices, Wyeth Pharmaceuticals (2003-2005)

One Vision, One Goal: Global Marketing Development Program, ZLB Plasma-Swiss Red Cross, (1999)

Consumer Products Middle Management Development Institute, GlaxoSmithKline (1982-1984)

Select Key Industry Conference Presentations

“Global Leadership Development in MNCs: Achieving Success in the Presence of the Global-Local Paradox” (Plenary speaker), 10th Global Leadership Forum, Novosibirsk, Russia, June 2008

“The Role of Service Providers and Suppliers in Follow-on Biologics Development” (Panel presentation and panel discussant), IBC Life Sciences’ 6th Annual Global Follow-on Biologics Conference, Bethesda, MD, November 2008

“Developing Global Brands in Today’s Environment”, 3rd Annual Pharmaceutical Marketing Conference, 2006

“Understanding the Benefits of Rebranding, Repositioning & Re-launching Mature Products, Pharmaceutical Product Re-launch Conference, Philadelphia, PA, May 22-23, 2006

“The Big Bang: Going Global with Big Pharma Brands”, 2nd Annual Pharmaceutical Marketing Partnership Conference, Philadelphia, April 19-21, 2004 and *“The Little Bang: A Market of One, Branding for Personalized Medicine”*, 1st and 2nd Annual Pharmaceutical Marketing Partnership Conference, Philadelphia, (2003 & 2004)

Current Professional Board Activities

Executive Board Member, LifeQual Pharmaceuticals, Princeton, NJ (2010 – Present)

Editorial Board, Pharmaceutical Commerce (2008 – Present)

Board of Advisors, Oxbridge Pharma Ltd., London, UK (2004 – Present)