

# Elizabeth Young

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## Senior Marketing & Product Executive

Medical Device • Biotech • Healthcare Product Development

### EXECUTIVE SUMMARY

#### CORE COMPETENCIES

- Commercial Marketing
- Business Development
- Strategic Planning
- P&L Management
- Clinical Acumen
- Training / Education
- Strategic Marketing
- Product Development
- Product Launches

Results-driven senior marketing and product director with global experience in biotech, healthcare, life sciences, and medical device industries. Expertise in international product marketing & development, strategic commercial marketing, print / digital media marketing, creative brand development, business development, and acquisitions.

#### Taking Action & Solving Problems through Collaboration & Focus

History of assembling effective, cohesive cross-disciplinary teams infused with energy and motivation. Successful in leading teams and executing global solution strategy development and commercial launches in nearly every continent on the globe. Versatile to promptly learn new industries, implement innovations, and cultivate productive relationships.

### PROFESSIONAL EXPERIENCE

PARKER HANNIFIN

Cleveland, OH

*A Fortune 250 global industry leader in motion and control technologies with \$14.3 billion in annual revenue.*

#### DIVISION HEAD OF MARKETING

2018 – 2019

Managed \$165 million microfluidics portfolio with a \$5 million annual operating budget. Led team of 24 employees including seven direct reports responsible for marketing, communications, customer service, pricing, market analysis, customs and applications engineering groups. Conceived the five-year market strategy and portfolio roadmap.

- **\$18 million in YOY growth**, additional \$15 million in the pipeline, and \$1.2 million of total topline revenue achieved by filling critical gaps in the marketing team to deliver five new product launches in 2019, collaborating with R&D on value-added design for new products, and completing the product launch stage-gate process in just nine months.
- **\$5 million annual operating budget** maintained by improving expense tracking procedures and holding employees accountable for expenditures.
- **260% surge in “likely to recommend” scores** on customer feedback forms realized in 90 days by restructuring the customer service team, creating a new customer experience director role, combining customer service with the marketing communications team, and improving customer service via a loyalty program.

DEPUY-SYNTHES

Raynham, MA

*A subsidiary of Johnson & Johnson with \$495 million in yearly revenue and 15,000 employees.*

#### GROUP PRODUCT DIRECTOR - GLOBAL STRATEGIC MARKETING

2015 – 2018

Oversaw the \$240 million global spinal lumbar interbody implant portfolio and \$25 million marketing budget. Led a team of four senior marketing managers and seven new product introductions (NPI) at any one time. Collaborated with regional pricing teams to develop competitive pricing models. Assessed new technology and acquisition / licensing opportunities to fill portfolio gaps, implemented strategic initiatives, and delivered innovative solutions.

- **\$60 million in business value growth reached** in three years by discovering market user needs to devise a short-term strategy for product solutions development and sales growth.
- **\$9 million added to the bottom line**, \$500,000 in sales in six weeks after release, and 200%+ NPI growth accomplished by leading the team to deliver five major product solutions.
- **\$2 million generated** within six months by championing a materials solution through voice of customer (VOC) interviews, research, and negotiation of a sole-source technology licensing agreement that accelerated development and time-to-market in nine months.
- **50% reduction in stock overages or shortages** attained by leveraging Kaizen to enhance global forecasting.

**STANLEY HEALTHCARE**

Waltham, MA

*A subsidiary of Stanley Black & Decker with \$500 million in annual revenues and 1,000 employees.*

**SENIOR MARKETING DIRECTOR - CLINICAL SOLUTIONS & STRATEGIC PARTNERSHIPS**

2014 – 2015

Led \$100 million portfolio and a \$1 million operating budget with one indirect report. Managed strategic technology and integration partnerships for the real-time locations services (RTLS) business. Supported solution and project management to forge partnerships, co-market integrated solutions, drive added value to end-users to expand acute care market growth and advance predictive analytics for healthcare solutions. Drove integration products to market.

- **50% growth in large system adoption** gained by crafting a global c-suite presentation to summarize the corporation's integrated value-added solutions offerings to group purchasing organization, healthcare systems, hospitals, and integrated delivery networks.
- **30% surge in sales** obtained within six months by overseeing the joint marketing / sales strategy with Cisco Solutions that included co-branding campaigns.

**GLOBAL STRATEGIC BUSINESS MARKETING DIRECTOR - SUPPLY CHAIN MANAGEMENT**

2012 – 2014

Responsible for \$1 million operating budget. Steered global marketing strategy for the supply chain and asset management business unit in alignment with platform marketing, sales, and product management to enhance brand impact, messaging, and lead generation. Brought products to market, gained market share, improved portfolio offering, developed customer ROI models, and provided sales support programs.

- **100% boost in customer engagement** won in a year by spearheading the team that built a center of excellence designed for customer engagement, solution development, and testing with fully functional clinical settings operating with the company's healthcare SaaS.

**EXECUTIVE DIRECTOR - CLINICAL FIELD SALES OPERATIONS**

2010 – 2012

Led ten-member team of clinical and technical implementation experts, \$65 million RFID/RTLS SaaS platform and \$2 million operating budget for supply chain management solutions and assessment for clinical transformation, mobility, and RFID / RTLS. Built the global strategy for solution sales and the transformational lean program. Devised key clinical marketing strategies.

- **\$5+ million in revenue** earned in 12 months by conceiving global strategy, vision/mission statement, logistical flow, benefit management, model development, ROI / KPI calculator tool, and a strategic marketing plan and launch that resulted in major business acquisitions around the world.
- **\$5 million in revenue** and ROI of 200% cultivated by implementing clinical workflow assessments and optimization, instituting mobile device usage at point-of-care, and installing RFID / RTLS solutions to win global business consulting engagements.

**COVIDIEN**

Mansfield, MA

*An \$11 billion medical device manufacturer with 39,000 employees.*

**GLOBAL MARKETING MANAGER - VASCULAR THERAPY DIVISION**

2007 – 2010

Managed a \$52 million portfolio of dialysis and diagnostic businesses and a team of two product managers.

- **20%+ YOY sales growth** fostered through collaboration with sales management to identify contracting opportunities within large healthcare systems, integrated delivery networks, and group purchasing organizations.

**DIALYSIS PRODUCT MANAGER - VASCULAR THERAPY DIVISION**

2004 – 2007

Oversaw a \$35 million block of dialysis and cardiothoracic businesses. Developed a five-year strategic plan.

- **13% to 15% YOY growth** nurtured in the first 18 months of strategy execution by launching five new products and an entire new line of drug-device combo catheters that addressed customer challenges.

**ADDITIONAL COVIDIEN POSITIONS: ASSOC. PRODUCT MANAGER, PRODUCT APPLICATION SPECIALIST**

**PREVIOUS EXPERIENCE**

*Clinical Case Coordinator - Nephrology Specialist for HCC Benefits | Director of Nursing for Fresenius Medical Care  
Professional Research Assistant for University of Colorado – Department of Hematology*

**EDUCATION & CERTIFICATION**

**Bachelor of Science in Microbiology / Biochemistry** – Colorado State University

**Bachelor of Science in Nursing** – University of Northern Colorado

National Board Certification, Nephrology Nursing Certification Committee | Certified Dialysis Nurse, ANNA