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Professional Experience:

- 1994-2019** **Novartis Pharmaceuticals Corporation** (Formally Sandoz and Ciba Pharmaceutical Corporations), East Hanover, New Jersey. Multinational pharmaceutical manufacturer.
- 2012-2019** NATIONAL ACCOUNT STRATEGY AND MARKETING
Brand team liaison for pre-launch product strategy in managed care; post launch product growth strategies; National Account Manager effectiveness; NVS sister company synergies and strategic contracting
- 2001 - 2012** SNR, ASSOCIATE DIRECTOR, NATIONAL ACCOUNTS (ADNA)
National Account Team Leader of large cross-functional team. Contracting, co-marketing, management of partnership programs, brand team coordination and management of National pull through. **Account responsibilities:** WellPoint/Anthem, Health Net. Previous Account Responsibilities: Caremark (and APCS during merger), Humana. Walgreen's PBM, Catamaran, AllScripts
2010 Masters Club Award (Career excellence in Management)
2004 ADCA of Year
2004 US Managed Markets Team Leadership Award
- 1998-2001** SENIOR REGIONAL ACCOUNT MANAGER
1999 Corporate Business Excellence Award for Advanced Physician Group strategy and market segment data tool development
1999 Regional Account Manager of Year
- 1994-1998** REGIONAL ACCOUNT MANAGER: Account Management: Contracting, and contract management, with managed health care companies and buying groups. Management of customer sales teams; market and financial analysis; and the development of segment and customer specific financial and market management programs. Interaction with multilevel internal and external customers and key influencers.
- 1994** **United HealthCare Corporation**, Minnetonka, Minnesota. Owner and manager of health plans and specialty businesses.

MANAGER, BUSINESS DEVELOPMENT: Provider Services Group. Marketing and operational implementation of Integrated Delivery Systems (i.e. PHO's; ISN's). Responsible for the management of national relationship with the Voluntary Hospital Association (VHA) and its affiliates. Senior management interface.
- 1993-1994** NATIONAL ACCOUNT EXECUTIVE: Managed Care for the Aged (Linkage®): an out-sourced Geriatric Case Management service sold to hospitals, designed to reduce Medicare in-patient length of stay and associated costs. Market analysis, business development and sales of a United HealthCare specialty business. Primary interface: CEO, CFO, COO, Chief of Medicine.
- 1992-1993** **Nordic Track**, Chaska, Minnesota. Manufacturer of fitness and wellness products.

DIRECTOR, WELLNESS PRODUCTS. Responsible for the development of a corporate distribution channel for Nordic Track products, sold under employee wellness and preventative health care umbrella. Downside risk of cannibalizing revenues from direct to consumer and retail arms of distribution resulted in mutual decision to terminate venture.
- 1986-1992**

Sandoz Nutrition Corporation, Minneapolis, Minnesota. Medical weight management sold as outpatient department to hospitals. Primary interface: CEO, CFO, VP, Chief of Staff.

1991-1992

MANAGER, BUSINESS OPERATIONS: Marketing Department. Senior product manager of re-launch team. Recruiting, contracting and managing key consultants; contracting and managing principal vendors; developing and managing multi-factor time lines; establishing test and evaluation plans; interface with advertising agencies, public relations firms and sales force. Co-managed the development of synthesized voice behavioral compliance system.

1989-1991

REGIONAL DIRECTOR. Managerial control of \$17 million region (27% of division sales) increasing volume by 20%; represented Sandoz on the Board of Directors of seven joint venture's; managed nine account and six sales representatives in a seventeen state region; managed rapid expansion and contraction of market during 1989-90; coordinated upgrading and separation of sales force between account and sales management; business development team member and consultant to new ventures.

1988-1989

DISTRICT MANAGER. Managed a sales force of seven representatives across eight state district, increasing sales volume by 56%; negotiated joint venture contracts and sales agreements; hired trained and promoted field force in a dynamic complex business climate requiring short lead-time decisions with long term consequences. District Manager of Year.

1986-1988

ACCOUNT MANAGER. Sale of new accounts and management of existing accounts. Responsibility for existing accounts included business start-up, budgeting, site and equipment selection, lease negotiations local marketing and public relations, quality assurance, business evaluations. Increased market penetration by 230%. National leader in new account sales.

1985-1986

United States Sports Academy, Mobile Alabama.

1978-1985

ASSISTANT PROFESSOR, Sport Psychology/Fitness Management
EXECUTIVE DIRECTOR, American Research Institute for Substance Abuse

University of Illinois, Champaign-Urbana, Illinois.

1976-1978

STRENGTH AND CONDITIONING SPECIALIST:**University of Illinois**,
Champaign, Illinois

RESEARCH ASSISTANT. Motor and Leisure Behavior Laboratory
TEACHING ASSISTANT. Physical Education Department

City of Leicester School, Leicester, England

TEACHER, Physical Education/Sociology

Education

Doctor of Philosophy, University of Illinois, 1985
Area of Specialization: Psychological aspects of Human Performance Under Stress.

Master of Science, University of Illinois, 1981

Area of Specialization: Sport Psychology

Bachelor of Education (Honors), Loughbrough University, 1976
