



LOUIS MARLOWE-LITT, MBA

585-234-9090
LittL@gmail.com
www.linkedin.com/in/louis-marlowe-litt-476522b

SENIOR LIFE SCIENCES EXECUTIVE

Increasing value through organizational leadership and commercial guidance

25+ years of experience building consensus and driving strategy in big pharma and start-up environments. Seasoned, insightful executive with long-range vision and 360° perspective. A big-picture thinker who brings original ideas and clarity to organizational strategy, commercialization, and global brand perception. Chairperson and core contributor to global leadership teams and committees for acquisition, product development, and compliance management.

VALUE OFFERED

VISION & LEADERSHIP: Deep knowledge of the life sciences space—able to seize the attention of customers, payers, and the media and guide large, diverse teams towards an inspiring vision. *Directed billion-dollar brands to heightened success.*

COMMERCIALIZATION & INNOVATION: Expertise launching new products and energizing mature brands for double-digit growth. *Powered Drug 2 from \$750M to \$1.2B in three years.*

ORGANIZATIONAL STRATEGY & STRUCTURING: History of integrating organizations and launching new products at the same time. *Exceeded all forecasts for engagement, retention, and product launch performance.*



PROFESSIONAL EXPERIENCE

DATUM CORPORATION

Vice President | Drug 1 Sales and Marketing ▪ 2014 to Present

- ◆ Steered Datum Corporation's #1 growth driver to surpass expectations in highly competitive market.
- ◆ Launched Drug 1 for IPF, a rare disease, exceeding launch expectations, while simultaneously directing commercial aspects of the Intermune acquisition and achieving strong employee engagement and retention
- ◆ Guided leadership transformation and culture shift to create a cohesive environment for new and existing executives.

Vice President | Respiratory Sales and Marketing, Drug 2 and Drug 3 ▪ 2011 to 2014

- ◆ Defined strategy and operations, managed >\$1B P&L, and mobilized the sales and marketing organization to build, grow, and energize performance for in-line and pre-launch molecules and new/existing indications.
- ◆ Catapulted Drug 2, a mature product, to #2 growth driver—pushed annual revenue from \$750M to \$1.2B.
- ◆ Chaired joint management committee for Drug 2; advised lifecycle management teams, directed steering committee for commercial roll-out, and oversaw Datum collaboration for U.S. operations.

ADVENTUREWORKS PHARMACEUTICALS

Vice President | Commercial Pipeline Development ▪ 2009 to 2011

- ◆ Increased shareholder value by defining corporate strategy and doubling down on primary assets and line indications to reduce risk and maximize asset value.
- ◆ Chaired joint steering committee to prioritize development assets with Smith Pharmaceuticals while overseeing life cycle management of franchise molecules for obesity, diabetes, and lipodystrophy.

Vice President | Marketing and Payer Channel Management ▪ 2007 to 2009

- ◆ Developed Drug 4's diabetes portfolio strategy and provided commercial leadership for Drug 5, Drug 6, and others.
- ◆ Headed steering committees to realize \$900M in revenue; managed Grocer and Will's co-promotion relationships.



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Professional Experience (cont'd)

FABRIKAM

Senior Director & Team Leader | Drug 7 and Drug 8 ▪ 2003 to 2007

- ◆ Penetrated \$10B respiratory market through seamless pre-launch and launch of Drug 7 to capture \$1B revenue and #2 market share. Designed the consumer value proposition, shaped marketing campaigns, and developed the core scientific platform, achieving unrestricted hospital and retail commercial access; exceeded expectations 30%.
- ◆ Inspired large cross-functional team to re-launch Drug 8 for diabetes.
- ◆ Nurtured co-promotion relationship between TailSpin and Tasmanian Trades.

BALDWIN SCIENCE

Group Director | Consumer, Drug 9 and Drug 10 ▪ 2001 to 2003

- ◆ Built the consumer marketing group from the ground up and created the consumer strategy to cut through complex patient privacy requirements and reach patients directly.
- ◆ Drove new patient acquisition, conversion, and adherence for Drug 9 and Drug 10, and directed launch of Drug 11 for migraines by doubling the sales force, streamlining processes, and executing powerful market expansion programs.

CONTOSO PHARMACEUTICALS

Director & Team Leader | Regional Marketing ▪ 1999 to 2001

Director | Marketing ▪ 1997 to 1998

- ◆ Developed the approach to local marketing for Pfizer U.S. and oversaw marketing initiatives to capitalize on local product and customer opportunities through HMOs, physician groups, and advocacy organizations.
- ◆ Expanded the six-person team to 60 marketers and local market managers, directed marketing-sales integration across three major regions, and provided strategic direction and business planning for 65 sales districts.

ACME LTD.

Director | Business Development ▪ 1994 to 1996

- ◆ Increased value \$160M for underperforming clinical laboratory by stepping in at the tipping point, conducting in-depth business, market, and operational analysis, and negotiating equity and governance structure.
- ◆ Participated in diagnostic lab and contract research organization (CRO) spin-off—currently Advance Diagnostics and Cochella Inc.

PRIOR EXPERIENCE

CONSOLIDATED MESSENGER | **Marketing Consultant**

SMITH CONSULTING | **Executive & Senior Consultant**

COST WINECABIN | **Senior Auditor**

EDUCATION

IMPRESSIVE GRADUATE SCHOOL OF BUSINESS

Executive Education in Leadership and Strategy ▪ 2012

IVY LEAGUE BUSINESS SCHOOL

Executive Education in Organizational Strategy and Design ▪ 2001

UNIVERSITY OF CITY, SCHOOL OF BUSINESS

Master of Business Administration (MBA) in Marketing and Finance ▪ 1989

CITY COLLEGE

Bachelor of Arts (BA) in Economics and Accounting ▪ 1986, *magna cum laude*

ADDITIONAL QUALIFICATIONS

Certified Public Accountant (CPA) | Fluent in Urdu and Basic French