

KARLA CAMARATA, MBA

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LEADERSHIP PROFILE

Global Business Development and Clinical Operations Expert, Strategic Alliances, In- and Out Licensing Strategist, Product Launches, Sales and Marketing Leadership, Market Development, Best Practices, E-Commerce, Team Building, Networking, Training and Motivation.

- Visionary, ROI-driven executive leader with a demonstrated record of success in a variety of therapeutic areas (oncology, cardiovascular disease, metabolics, pediatrics, orphan drug diseases, lifestyle diseases and additional therapeutic areas), strengthening existing therapeutic corporate commitment, and driving sales and investment to new heights in the pharmaceutical/biotechnology industry through business and clinical development savvy.
- Expertise in business alliance and partnering, product positioning and clinical and market plan development.
- Full understanding of portfolio review process for therapeutics, biologics, diagnostics, and in-licensed opportunities for maximizing profitability versus competing projects.
- Demonstrated ability to function in a highly matrixed organization in which data, results, and influence rather than authority drive decision-making.
- Proven ability to train personnel, analyze problems, develop and implement strategies, and determine effectiveness for company success.

PROFESSIONAL EXPERIENCE

XYZ COMPANY, Any town, FL

2007 to Present

Senior VP, Business Development

- ◆ Hired to turn around clinical trials division; \$300,000 in revenues and no pipeline in 2006; Added \$34 million (4667% growth; 560% of goal achievement) to pipeline with \$26 million in proposals (additional revenue).
- ◆ Identified and managed global business and one direct report for clinical project opportunities to top-tier Fortune 100 clients/ mid-tier and smaller early stage clients.
- ◆ Provided vision, direction, and guidance to executive clients in determining business and clinical development strategy through therapeutic expertise at top-tier, mid-tier, and smaller biotechnology and pharmaceutical companies.
- ◆ Provided clinical and business and project team members with a solid understanding of best practices, innovations, trends in the industry, and ways to optimize client success through consulting engagements in addition to developing a business plan, communication plan and hiring plan that did not exist previously in a \$1.5 billion company.

ABC COMPANY, Cape Canaveral, FL

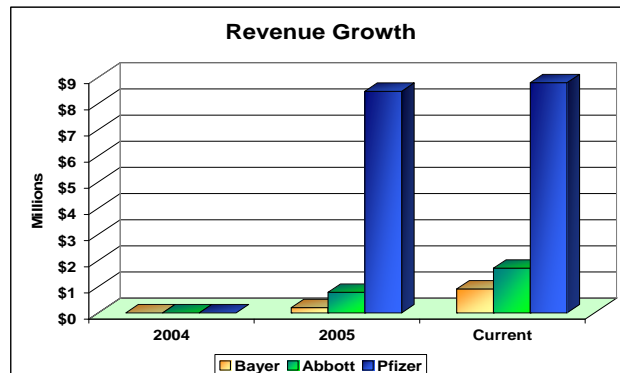
2003 - 2006

Senior VP, Business Development

- ◆ Began tenure as an associate practice leader and quickly earned recognition for excellence and revenue generation; promoted to full sales practice leader at XYZ Sciences, which was later acquired by ABC PHARMA (top tier consulting firm to the pharmaceutical and biotechnology industries). Identified and managed global business and clinical project opportunities to Fortune 100 clients including numerous projects focused on in and out-licensing strategy.

- ◆ Provided vision, direction, and guidance to executive clients in determining business and clinical development strategy through differentiation and therapeutic expertise.

- ◆ Provided clinical and business and project team members with a solid understanding of best practices, innovations, trends in the industry, and ways to optimize client success through consulting engagements in drug licensing, risk management / drug safety, pharmacoepidemiology, health outcomes and general client clinical success.
- Contracted \$13.8 million in annual business (revenue was 276% annual sales goal); maintained 38 percent corporate profitability on consulting projects and 100 percent profitability on data sales. Consistently led sales team in business development efforts and won Pinnacle award (top 10 percent of sales at ABC Company).



- Created strategic business development plans for offerings, resulting in \$21 million in annual pipeline proposals at all top-, mid-, and lower-tier clients within the drug industry despite strong competition.
- Led new business development effort for new clients in \$5 million/ year in additional revenue production due to focus on selling to senior executives.
- Hired and trained new personnel
- Received the Pinnacle award (two consecutive years) and the Spot Award (business development and training).

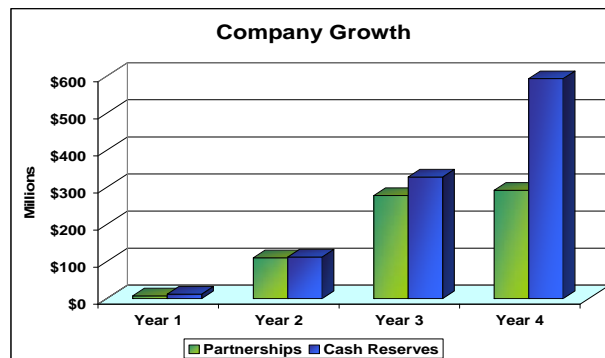
ABC COMPANY, Cape Canaveral, FL
VP, Corporate Development and Marketing

2002 - 2003

- ◆ Provided executive leadership for business development strategies and managed P&L for creating revenue-generating opportunities with major pharmaceutical, biotechnology, and diagnostic companies as well as major teaching institutions.
- ◆ Designed business development, marketing, investor relations, and corporate communications strategies for an infectious disease portfolio as mandated by the board of directors.
- ◆ Leveraged industry network resources and past experience with external development programs involving licensing, research agreements, joint ventures, clinical partnerships, and corporate alliances to build relationships with senior-level contacts and provide significant financial return for the company.
- ◆ Created out-licensing package for diagnostic assay for potential corporate partnering leading to interest from two potential partners.
- ◆ Presented and negotiated terms for potential opportunity for anti-fungal drug to be added to company portfolio.
- Collaborated with senior management team in raising \$30 million in Series B financing by creating a business plan that was fielded to new investors.
- Established corporate valuation—fielded market research efforts to draft marketing plan, optimized clinical program through prioritization of indication strategy for drug commercialization, developed partnering list of pharmaceutical and biotechnology organizations, and compiled into company's first business plan for investors.
- Created strategic business development plan to out-license lead drug in infectious disease leading to three offers to acquire the company.

XYZ PHARMACEUTICAL, Cape Canaveral, FL**1998 to 2002****VP, Commercial Operations/Corporate Communications**

- ◆ Directed business strategy and managed P&L in business development partnering, marketing, investor relations, and corporate communications.
- ◆ Spearheaded achievement of board-directed strategic and tactical objectives for a diverse drug and diagnostic portfolio focused on oncology, urology, women's health, CNS, and immunology products.
- ◆ Created corporate disclosure strategy/policy, crisis communications plan, and marketing infrastructure.
- ◆ Resolved strategic partnership issues for drug development products related to marketing, clinical development, and manufacturing issues.
- ◆ Managed costs successfully by outsourcing work versus hiring new personnel.
- Increased corporate stability by raising \$700 million via partnerships, IPO, and secondary offering when company had 5 months of cash reserves on hand.
- Drafted business plan and strategic corporate marketing and communications plan and executed and drove revenues consistently from Day 1 at company.



- Directed event-driven investor communications plan which led to recognition as one of the "Top IPOs of 2000."
- Received numerous awards for corporate web site, annual report, and public relations programs.

ABC PHARMACEUTICALS INC., Cape Canaveral, FL**1997 to 1998****Regional Business Unit Manager**

- ◆ Directed and developed 100-person team focused on GI disease and oncology products in primary care, specialty care, managed care, hospital sales, and government affairs.
- ◆ Oversaw sales strategy/objectives to influence physician prescribing and product contracting in New Jersey, Pennsylvania, District of Columbia, and Delaware.
- ◆ Worked in concert with management team to transfer sales strategy to tactical goals for revenue generation.
- ◆ Conducted annual performance reviews and year-round coaching to optimize team success.
- ◆ Appointed to the management council to assist in developing corporate strategy and long-term vision for product success and overall corporate profitability.
- Provided the leadership that drove the last place region from number 18 to number 2 within nine months.

- Chosen to participate in strategic field marketing team to assess regional programs for national roll-out.
- Won the coveted Excalibur award for top 15 percent of sales in 1997.

EMPLOYMENT PRIOR TO 1997

- ◆ Held various positions with TAP Pharmaceuticals, gaining increasing responsibility.
- ◆ Began tenure as a sales representative, served as medical research associate/scientific liaison, and then in several higher-level management positions.
- ◆ Maximized sales growth and market share for promoted products via sales presentations to targeted health professionals in the New England states.
- ◆ Created the organization's first formal management development program that was later implemented company-wide in all divisional disciplines.
- ◆ Provided training at all levels, from administrative personnel to executive management.
- ◆ Led formulary negotiations with major clients for introduction of Prevacid, the fourth most prescribed prescription medication in the U.S. Significant accomplishments included:
 - Excalibur award winner for top 15 percent of sales personnel in 1986, 1987, 1988.
 - Chosen as one of the top nine national sales associates to create a scientific liaison function focused on Phase 4 research. Named the number one medical research associate nationally.
 - Closed the very first and the most contracts in the national account manager team.
 - Brought the last place district from number 12 to number 1 within first year as district manager. Was the youngest sales manager in the history of the company.

EDUCATION/PROFESSIONAL DEVELOPMENT

- Pharmaceutical Doctorate program for September 2007 at the Massachusetts College of Pharmacy.
- MBA, University of Phoenix—2007.
- Northwestern University Certificate in Investor Relations and Corporate Communications Program—2000.
- Harvard MBA Course in Financial Accounting for Publicly Traded Corporations—1999.
- NIRI (National Investor Relations Institute) Investor Relations Certificate- completed—1999.
- MIT Executive Training in Managing Technical Professionals—1998.
- Center for Creative Leadership-Leadership Development Program- certificate—1997.
- BS in Pharmacy, Massachusetts College of Pharmacy, Boston, MA—1984.
- Clinical pharmacy internship: internal medicine, gastroenterology, cardiology, Harvard Medical School—1984.

HONORS AND AWARDS

- Who's Who among American Executives—1998 to 2006.
- Who's Who among American College Students—1983 and 1984.
- National Pharmaceutical Intern to Abbott Laboratories—1983.
- Rho Chi Honor Society—1979 to 1984.

- Connecticut State Scholar—1979.