

**GARY BRANNING**  
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## **EXECUTIVE SUMMARY**

Strategic executive with over 30 years of pharmaceutical expertise including: managed care, marketing, sales, strategic planning, business development, medical education and finance. Consistently demonstrates an innovative approach to create leading-edge programs and services with a primary focus on customer impact and corporate profitability. Highly motivated change agent working to identify new trends and mobilize resources to leverage impact on targeted customers. Proven ability to lead teams into enthusiastic, top-level performance through strategic thinking and individual empowerment, while supporting profitable innovation and calculated risk taking.

## **PROFESSIONAL EXPERIENCE**

### **MANAGED MARKET RESOURCES Morristown, NJ**

**8/03 – Present**

#### **Managing Partner/President**

Managed Market Resources (MMR) provides comprehensive solutions in managed markets for the pharmaceutical industry; a health care consulting and medical communications company with offices in Morristown, NJ. Responsibilities include strategic consulting, new product development, business development, and executing sales and marketing plans. With recognized experience and expertise, access to key opinion leaders, strategic alliances, and established distribution channels, MMR delivers novel solutions for a variety of pharmaceutical manufacturers and key pharmaceutical brands. MMR approach applies analytical, strategic, creative and practical views to build customer acceptance and increase market share within managed markets. Additionally, engage pharmaceutical executives as a national speaker on managed care and managed market trends.

### **RUTGERS GRADUATE BUSINESS SCHOOL Newark & New Brunswick, NJ**

**2004 – Present**

#### **Academic - Post-Secondary**

Adjunct Professor, Rutgers Business School, Graduate Program. (2004 - Present). Curriculum: The U.S. Healthcare System and the Role of the Pharmaceutical Industry (Pharmaceutical MBA Program – Ranked Top 5 Worldwide in 2013)

Rutgers Executive Education. (2007 - Present). Curriculum: Evolving Healthcare Landscape in BioPharma; Providers Strategic Healthcare Evolving Delivery; Strategic Access; Emerging from Disruption in Pharma; Pharmacoeconomic Impact on Reimbursement; and Strategic Pricing for Value

The Blanche and Irwin Lerner Center for Pharmaceutical Management Studies, Rutgers University. (2006 - Present). Curriculum: Certification (CE) programs on the Evolving Healthcare Landscape; and Understanding Managed Care

**Executive Director, Customer Development**

Redefined the value equation by building a unique organization dedicated to a relentless focus on customer impact. Demonstrated superior performance defined by industry benchmarks, distinctions include:

- Improved ranking from #58 to #7 in the Scott-Levin Managed Care Pharmacy Audit, Spring 2002 vs. 2000
- Across Strategic Customers, Value-Add rank is #2 in the same survey
- “Holding line on price while leading all major firms in program rating gains in 2002”, HIRC National Accounts, Spring 2002
- Positioned “Number One” with HMO Medical Directors in the same survey

Direct accountability for leadership, management, and strategic direction/development of the Customer Development, Center of Excellence. The Customer Development Unit (53 people) is the primary resource for marketing, promotion, and implementation support within U.S. Managed Markets. Actively, provided Account Management Team support by:

- Providing implementation expertise within all managed market segments through a dedicated field force of consultative sales leaders.
- Developing brand strategy; product messaging; promotional material development; inventory maintenance.
- Championing market research, trend analysis; and resource tools
- Provided the commercialization expertise for the launch of Bextra, Axert, Detrol LA, Inspra, and, Xanax XR in managed market segments
- Creating superior branded and non-branded customer programs
- Initiating key medical education programs

In addition to the improved rankings on national surveys, quantitative results from improved access and pull-through include:

- Increased Coxib market share from 50% to 60% in managed care (Celebrex and Bextra)
- Launched Axert and within 12 months have access equal to market leader
- Launched Detrol LA and subsequent conversion of Detrol IR to achieve the “Number One” position at 40% market share vs. a key competitor and eroding generics

**Sr. Vice President, Business Development (Principal)**

- Created the first virtual pharmaceutical sales and marketing environment.
- Developed innovative business-to-business solutions related to sales force optimization and extending reach and frequency to targeted physicians.
- Built a solution-oriented sales team to bring innovative e-marketing solutions to the pharmaceutical industry including: e-detailing, e-CME, virtual convention, and product and clinical messaging.

**Vice President, Pharmaceutical Strategic Business Unit**

As the lead of this organization, the revenue was quadrupled in 5 years due to the innovative sales approach and creative design of new business models and applications leveraged at the major pharmaceutical companies.

- Developed a consultative sales team focused on using precision marketing applications and techniques in Managed Care, Acute Care, and Long Term Care.
- Provided proprietary customized solutions in a variety of areas, such as: sales and marketing; contracting; market research; product management; and business development for over 40 pharmaceutical companies.
- Performed in this role, as a national speaker in the following areas: managed care positioning; development of IHNs; GPO penetration; contracting strategies; managed care training and workshops; precision marketing through data integration, and pharmaceutical industry trends.

**PARKE-DAVIS (DIVISION of WARNER-LAMBERT)**  
**Morris Plains, NJ**

**1/79 – 4/95**

**Sr. Director, Precision Marketing - Healthcare Systems**

**6/93 – 4/95**

- Developed and implemented managed healthcare marketing strategies, including value-adds, outcomes, and disease management programs with individual customers.
- Created marketing programs completely integrated with Account Management to leverage products, programs, and services to impact high value customers.
- Built physician segmentation and accessible volume models to optimize resources and facilitate achieving profitable access and pull-through.
- Orchestrated pull-through efforts for products and services with key Managed Care customers based on market analysis and local area dynamics.

**Director, Business Development**

**6/91 – 6/93**

- Focused on strategically positioning Parke-Davis for the dramatic changes in the pharmaceutical industry.
- Instrumental lead in the following key projects: “P-D '94” (restructuring to focus on customers), and “Controlling Our Own Destiny” (strategic partnerships for horizontal integration to create sales and marketing clout).
- Member of P-D’s Executive Management Team charged with the development strategic imperatives.
- Worked closely with VP Strategic Planning and President to identify co-marketing opportunities (i.e. Lipitor).
- Directed efforts of all Commercialization Teams to ensure the highest priority new products are brought to market and introduced successfully. Commercialization Teams included Accupril, Loestrin, Dilantin, Lipid, Nipent, Neurontin, Cefdinir, Estrostep, and Nicotrol.

**Other Positions within P-D**

Marketing Manager, Women’s Healthcare & Cardiovascular	6/89 – 6/91
Territory Representative – Loestrin	6/89 – 12/89
Sr. Manager, Market Research	8/88 – 6/89
Sr. Manager, Financial Planning, Pharmaceuticals	10/82 – 8/88
Sr. Manager, Control and Analysis	1/80 – 10/82
Supervisor, Management Reporting	1/79 – 1/80

## **LICENSURES AND CERTIFICATIONS**

Certified Instructor, Effective Intelligence, Connective Intelligence, Inc. (2008 - Present)

## **ACTIVE PROFESSIONAL MEMBERSHIPS**

Academy of Managed Care Pharmacists (AMCP)  
Medical Group Management Association (MGMA)  
Medical Marketing Association.

## **BUSINESS AFFILIATIONS/RECOGNITION**

HIRC Best Account Manager – National Accounts Spring 2002  
DTC Awards – Best Non-Branded Web Site Disease Management 2002  
Who's Who Worldwide 2000 Millennium Edition

## **PUBLICATIONS**

- Branning, G., Stakeholder Perspective: A Useful Tool for Evaluating Disease Severity and Alternative Treatments Efficacy – *American Health & Drug Benefits*, May 2017, Volume 10, Number 3 (Peer Reviewed)
- Branning, G., Stakeholder Perspective: Identifying the Most Clinically and Economically Effective Therapies for Rheumatoid Arthritis Remains a Challenge for Providers and Payers - *Health & Drug Benefits*, February, 2017, Volume 10, Number 1 (Peer Reviewed)
- Branning, G., Vater, M Healthcare Spending: Plenty of Blame to Go Around - *Health & Drug Benefits*, November 2016, Volume 9, Number 8 *Industry Trends* (Peer Reviewed)
- Branning, G. Stakeholder Perspective: Continuing Challenges in COPD Management Despite Its Prevalence and High Economic Burden-*American Health & Drug Benefits*, May 2016, Volume 9, Number 3 (Peer Reviewed)
- Branning, G. Stakeholder Perspective: Generic Imatinib: Can It Provide Significant Cost Relief for Patients? -*American Health & Drug Benefits*, May 2016, Volume 8, Number 9 (Peer Reviewed)
- Branning, G., Schaars, R., Hornung, J., Wick, J., Kuznik, A., (2015) Formulary Management of Branded Drugs With and Without Boxed Warnings Within Therapeutic Categories – Poster Publication, ISPOR 20<sup>th</sup> Annual International Meeting. May, 2015, Phil, PA (Peer Reviewed)
- Branning, G. (2015) One Fatal Conditions Have Become Chronic: Early Trends in the FDA's 2015 Approvals – *American Health & Drug Benefits*. March 2015, Vol 8-Sixth Annual Payers Guide (Peer Reviewed)
- Branning, G. (2014) Essentials of Managed Care – An Indispensable Guide to Pharmaceutical Sales Success (Eighth Edition)
- Branning, G. (2009) Health Plans and Employers: Helping Providers and Patients Improve Diabetes Outcomes. AMGA, *Group Practice Journal*. October 2009, (not-refereed) (Peer Reviewed)
- Branning, G. (2009) Leading Diabetes Care in a New Direction. AMGA, *Group Practice Journal*. June, 2009, Volume 68, No. 6 (not-refereed) (Peer Reviewed)
- Branning, G. (2009) Medical Groups: Improving Diabetes Outcomes. AMGA *Group Practice Journal*. July/August 2009, Volume 58 No. 7 (not-refereed) (Peer Reviewed)
- “ABUSE OF POISON PILLS” - *Management Accountant* - Oct, 1989
- “Using Data to Target PPMs” – *SMG Market Letter* – Jun, 1998
- “Unraveling the Extended Care Market” – *SMG Market Letter* – Oct, 1997

## **PRESENTATIONS (Given outside of MMR, Rutgers CMD, & The Lerner Center)**

- Branning, G., TRUMPCARE: Healthcare Dynamics Emerging from the New Administration, PharmaMarketing Summit Spring 2017, JW Marriott Grande Lakes, Orlando, FL (May,2017)
- Branning, G., Evolving Healthcare Landscape, Executive Training at the PhRMA, Washington, DC (September, 2016)
- Branning, G., Business Development in an Ever-Changing Healthcare Landscape, Pharma Marketing Summit, Eau Palm Beach, Palm Beach, FL (June, 2016)
- Branning, G., Environmental Trends Shaping the Pharmaceutical Industry, Pharma Marketing Summit, Eau Palm Beach, Palm Beach, FL (June, 2016)
- Branning, G., Navigating the Complex Healthcare Market, RetNet Forum Spring 2016, Amelia Island, FL (April, 2016)
- Branning, G., Live Webinar-The Affordable Care Act, Ethicon Thoracic Fellows (April 2016)
- Branning, G., Creating a Selling Advantage, Zomacton™ Launch Meeting, Morristown, NJ (2015)
- Branning, G., Local Dynamics: Persistent Selling in an Evolving Market, Zomacton™ Launch Meeting, Morristown, NJ (2015)
- Branning, G., Healthcare 2020: What Can We Expect Looking Into The Future, BC/BS 2015 National Labor Management Healthcare Strategies Meeting (2015)
- Branning, G., Emerging From Disruption: Future of Pharma, marcus evans PharmaMarketing Summit 2015, Palm Beach, FL (2015)
- Branning, G., (Author & Presenter), "Affordable Care Act (ACA) and the Increasing Role of Government Financed Healthcare," The New Jersey Society of Health-System Pharmacists Annual Meeting, Long Branch, NJ. (2013).
- Branning, G., "US Healthcare and Reimbursement System, Annual Guest Lecturer," Robert Wood Johnson Medical School and UMDNJ, Newark, NJ. (2013).
- Branning, G., "US Healthcare and Reimbursement System, Annual Guest Lecturer," Robert Wood Johnson Medical School and UMDNJ, Newark, NJ. (2012).
- Branning, G., "US Healthcare and Reimbursement System, Annual Guest Lecturer," Robert Wood Johnson Medical School and UMDNJ, Newark, NJ. (2011).
- Branning, G., "US Healthcare and Reimbursement System, Annual Guest Lecturer," Robert Wood Johnson Medical School and UMDNJ, Newark, NJ. (2010).
- Branning, G., "US Healthcare and Reimbursement System, Annual Guest Lecturer," Robert Wood Johnson Medical School and UMDNJ, Newark, NJ. (2009).

## **PROFESSIONAL SERVICE**

Editorial Board of American Health & Drug Benefits Journal (active)  
Board of Directors of a Company, Benefit Design Institute. (active)  
Board of Governors, Forest Lakes Community (active)  
Board of Directors of a Company, PhytoMedical Technologies, Inc..(inactive)

## **EDUCATION**

Master of Business Administration,  
Fairleigh Dickinson University, 1988

Bachelor of Science, Business Administration,  
Wagner College, 1975