
From: Jinping McCormick </O=ONETEAM/OU=FIRST ADMINISTRATIVE GROUP/CN=RECIPIENTS/CN=JMCCORMICK>
To: Nathalie Leitch
Sent: 8/23/2012 7:08:15 PM
Subject: J McCormick Resume
Attachments: J McCormick Resume 8-2012 .doc



J McCormick Resume 8-2012 .doc

Nathalie,

Attached is my resume. Any suggestions are welcome and much appreciated.
Thanks for your help!

Jinping

PLAINTIFFS TRIAL
EXHIBIT
P-01070_00001

JINPING L. MCCORMICK

15 Brookfield Drive
Basking Ridge, NJ 07920

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Strategic, results-driven business leader with broad and in-depth experiences in pharmaceutical product management and marketing, business development, finance and R&D. Out-of-the-box thinker with bias for action. Proven ability to translate strategic vision into tactical plan and execute to the plan with attention to details. Excellent communication, problem solving and analytical skills.

PROFESSIONAL EXPERIENCE

ACTAVIS INC, Morristown, NJ

2004 – Present

(Actavis acquired Alphanova global generic business in December 2005)

Director, Product Marketing

(2008 – Present)

Have overall marketing and product management responsibility of generic Rx product portfolio of around 80 products with annual sales over \$600 million in the US. Identify, develop and execute effective and productive marketing strategies and plans to maximize revenue and profit growth to achieve Actavis US objectives. Actively recruited, trained and coached product managers and associates. Focus advertising efforts on multi-channel, multi-media, product specific promotions to drive sales.

- Lead generic Rx marketing team, partnering closely with Sales, Pricing & Contract teams, making significant contributions by achieving four consecutive years of sales and profit growth and exceeding budget in a highly competitive and dynamic marketplace.
- Strategize with VP of Sales & Marketing in search of market/product growth opportunities to maximize sales and profit, resulting in focused market share expansion in key products and targeted price increases delivering 20% sales growth of existing products in 2011.
- Develop sales projection of all generic Rx products in annual budget and three year plan processes. Provide formal and ad hoc financial updates to senior management.
- Create marketing forecast for pipeline products. Provide key input on portfolio product selection as well as go/no-go decision on both internal developed and in-licensed products.
- Support business development opportunities by providing market and financial evaluation, deal term recommendations, as well as product leads and recommendations. Core team member in in-licensing and asset divestiture activities.
- Successfully led over 40 new generic product launches spanning a wide range of dosage forms (oral solid, liquid, topicals and transdermal), therapeutic areas (pain management, CNS, cardiovascular, etc) and market conditions (from exclusive generic to hyper competitive situation). Oxymorphone ER launch winning the prestigious HDMA 2012 DIANA Award (Distribution Industry Awards for Notable Achievement in Healthcare) in the best new generic product introduction category.

Senior Manager, Product Marketing

(2006 – 2008)

Managed growing portfolio of over 30 products with annual net sales over \$300 million including majority in-licensed and partner products. Collaborated closely with sales team, pricing & contract and supply chain to defend and grow the business in a fast-paced environment.

- Developed sales and demand forecast for in-line and new products. Continually refine and optimize new product forecast models to incorporate the current market conditions and behavior. Excellent at summarizing complex analyses in a concise manner and providing recommendations to senior management.
- Managed numerous new product launches – instrumental in providing market and financial analysis and recommending launch/no launch decisions. Prepared marketing/launch materials for sales team and developed strategies and tactics to gain market shares.

Manager, Marketing, US Human Pharmaceuticals, Alharma (2005 – 2006)

Managed portfolio of over 20 products with annual net sales over \$200 million. Conducted market research and competitive intelligence to monitor market development. Provided monthly demand forecast for several dozen products. Responded to bids request and sales and customer inquires.

- Conducted a variety of market research (using IMS, Wolters Kluwer, MediSpan, etc) on in-line products to monitor performance and competition as well as on potential products to support current and new business opportunities.
- Involved in developing sales person's compensation matrix. Set sales team individual target and true up performance against target.

Senior Business Analyst, US Human Pharmaceuticals, Alharma (2004)

- Spearheaded the creation and implementation of customer and product specific demand volume forecast that provided greater visibility at the customer level, better accountability and alignment of the sales team incentive with overall company objectives. Since the implementation of this new forecast process, the forecast accuracy rate has been steadily improving by several measures.
- Conducted product portfolio analysis (ABC analysis), evaluated the relative and absolute contributions of each product to net sales and gross. Enabled the organization to prioritize and optimize resources; Recommended products for potential transfer to lower cost regions.
- Analyzed gross to net, net sales and profitability of major customers and products for solid oral dose products, providing senior management transparency to the customer level performance, facilitating portfolio rationalization and resource allocation.

MERCK & CO., INC. Whitehouse Station, NJ

2001 - 2004

Senior Financial Analyst, Financial Planning & Analysis (2003 – 2004)

Consolidated, analyzed and reported to senior management and the Board of Directors the consolidated financial forecasts for all company-wide planning activities over both the short and long-term horizons. Monitored the company's progress towards achieving its quarterly and annual financial objectives.

- Co-developed executive presentations supporting senior management strategic discussions, including presentations to Management Committee (consists of CEO and his direct reports) and the Board of Directors. Conducted scenario analyses focusing on the key business drivers as well as the risks and opportunities identified in the base case divisional forecasts.
- Responded in a timely manner to ad hoc analytical and informational requests from divisions and senior management regarding forecasting and planning.

Senior Financial Analyst, Corporate Financial Services (2001 – 2003)

- Supported cross-functional migraine franchise Worldwide Business Strategy Team by preparing monthly reports, commentaries, annual budget presentations and performing financial evaluations and analyses for the franchise,
- Assisted in the therapeutic franchise analyses and evaluation for the company wide annual strategic review. Prepared company overall Return on Operating Assets (ROA) for actual, annual budget and long range capital plan.
- Proactively supported the company performance management process ranging from the development, benchmarking and analyses of new and existing metrics, which include both quantitative and strategic measures, to presentation of company actual performance against these metrics. Prepared executive presentations of company performance summary books for the Board of Directors.
- Monitored Wall Street expectations of the Leading Healthcare Companies (LHC's). Provided timely and insightful analyses to senior management on many aspects of the Leading Healthcare Companies from both historical and forecasting perspectives. Reported actual financial performance and provided sales and EPS forecast of the LHC's.

SCHERING-PLOUGH CORPORATION, Kenilworth, NJ

1995 - 2000

Associate Principle Scientist, Medicinal Chemistry (2000)**Senior Scientist, Medicinal Chemistry** (1996 – 1999)**Postdoctoral Fellow** (1995 – 1996)

Actively engaged in the design, discovery and synthesis of novel drug candidates in the antiviral and antibiotic therapeutic areas. Coordinated cross-discipline team efforts; actively assisted patent lawyers with patent preparation and intellectual property issues. Supervised research associate.

- Received the prestigious Schering-Plough Impact Award for contribution to an antiviral program.
- Received NJ Research Council Thomas Edison Patent Award for a patent in the advancement of Hepatitis C treatment

NATIONAL CANCER INSTITUTE , NIH, Frederick, MD 1994 – 1995

Postdoctoral Fellow NIH Research Training Award 1994-1995

Conducted anti-cancer and antiviral research in a multi-disciplinary environment. Completed three projects in record time (less than one year).

EDUCATION

NEW YORK UNIVERSITY *Leonard N. Stern School of Business* New York, NY
MBA, May 2001

- Honor Society: Beta Gamma Sigma

CORNELL UNIVERSITY Ithaca, NY
Ph.D., Chemistry, May 1994

- National Institutes of Health Predoctoral Fellowship (merit-based), 1992-1994

PEKING UNIVERSITY Beijing, China
B.S., Chemistry, July 1989

- President, Chemistry Class of 1989
- Peking University Outstanding Student Award 1986-1988
- City of Beijing Outstanding Student Award 1987

SKILLS

- Strategic thinking coupled with strong analytical skills, problem solving ability and attention to details
- Willingness and strong ability to learn and grasp new concepts quickly
- Excellent verbal, written and interpersonal skills
- Excellent people management skills
- Teamwork, initiative and flexibility
- Advanced user of Microsoft Excel and PowerPoint, IMS, Wolters Kluwer Phast and Q4Bis. Proficient in Microsoft Word, QAD, MediSpan PriceRx and Demand Solutions.