



# MARIELLE N. JAMES

## SENIOR GLOBAL HEALTHCARE MARKETING EXECUTIVE

Medical Devices | Pharmaceuticals | Biotech

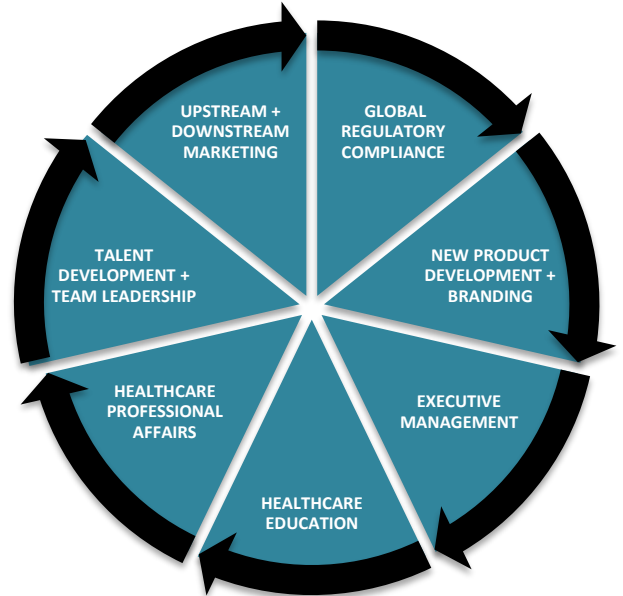
### I AM A ...

- ❖ Senior Global Marketing and Business Development Executive who fuels achievement of stretch business goals and catalyzes multimillion-dollar revenue growth.
- ❖ Product development and acquisition expert who excels at analyzing competitor strategies, trends, and market landscapes to uncover and seize product opportunities.
- ❖ Strategic planner who leads the evolution, establishment, and execution of upstream global marketing in alignment with overall business and product portfolio goals.

In short, I'm a brand champion who propels product lines to next-level performance. *Achievement snapshot:*

- **SANSKRIT:** Initialized a \$100M, 5-year revenue pipeline, directing start-up commercialization for 3 biotech products.
- **REVERSA:** Surpassed \$265M sales goal and pushed share growth 11% YOY. Revamped global marketing operations.
- **PMI INTERNATIONAL:** Penetrated 3 new markets, produced \$50M in sales, and drove \$6M in new business.

### WITH 13+ YEARS OF EXPERIENCE IN ...



### CAREER TIMELINE



### TARGETING ...

- ❖ Senior global marketing roles in healthcare, pharmaceutical, or biotech companies.
- ❖ Mid- to large-size organizations with micromanagement-free cultures that value high potential talent, are open to calculated risk-taking, and expect accountability.
- ❖ Open to US relocation, particularly in FL, SC, GA, PA, IL, or Washington DC.

### OFFERING EXPERTISE IN:

#### BOTTOM-LINE ORIENTATION

Deliver rapid results by leveraging self-awareness, ethics, and values to align with and realize corporate results. Employ a custom coaching style to guide talent to peak performance.

#### UPSTREAM + DOWNSTREAM MARKETING

Pair upstream and downstream marketing strengths and new business development skills to drive revenue in all market cycles.

#### HEALTHCARE BRAND MANAGEMENT

Catalyzed >\$100M in career revenue with start-up to multinational organizations in pharmaceutical and biotech industries.