

Philip J. Magistro

EXPERIENCE

Atom Strategic Consulting

President Commercial Operations

4/04 – present

- Provide strategic marketing consultation to pharmaceutical industry clients, including:
 - Merger and acquisition assessments and potential target compounds and/or companies.
 - Commercial market assessments for products in development.
 - Tactical strategy and plans for in-line brands.
 - Strategic guidance for development teams.
- Develop new commercial opportunities.

Alpharma/Faulding Pharmaceutical

VP Marketing, Brands

6/01-3/04

VP Global Marketing/Business Development

10/00-6/01

- Provided commercial guidance to clinical research concerning product development strategy.
- Responsible for US marketing of branded products (pain and oncology).
 - Increased sales of Kadian from \$5 to \$80 million with marketing plan implementation.
 - Developed and implemented large (n=2000) Phase IV marketing support study.
- Responsible for identifying, assessing, and deal structure for in-licensing/acquisition targets (products/companies) in pain and oncology therapeutic areas.
- Developed commercial strategy to build branded pharmaceutical business.
 - Developed co-promote strategies to increase reach in the pain market.
 - Championed in-house development of future pain products.

Parke-Davis, Division of Warner-Lambert

Senior Director, CNS Global Marketing Planning

10/99-9/00

Director, CNS Global Marketing Planning

9/97-9/99

- Developed strategic global marketing plans for CNS/Pain compounds in development including global positioning, prelaunch strategy, etc.
- Guide the drug development process in coordination with overall marketing strategy.
- Developed global tactical marketing plans in support of in-line products.
 - Launched neuropathic pain indication for Neurontin in Europe.

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- Ex US Neurontin sales increased from \$50 million to over \$275 million during tenure in these positions.
- Interfaced with all members of development team (clinical research, regulatory, drug development, manufacturing, legal, preclinical research, etc.) to ensure implementation of the strategic development plan.
- Managed and developed cross-functional teams for drug development, and production of marketing/medical projects, including thought leader/investigator development.
- Hired, directed, trained, three marketing professionals in in-line and developing product

management.

Associate Medical Director, Medical Research NE CBU 10/95-8/97

- Piloted Medical Liaison function for Parke-Davis.
- Developed CNS/CV medical/marketing projects (ie, advisory meetings, strategic plans, thought leader development, etc.) for Customer Business Unit field sales colleagues and marketing.
- Developed medical/marketing programs for the CBU launches of Lipitor and Rezulin.
- NE CBU achieved #1 status for Accupril, Lipitor, and Rezulin.
- Developed written and oral presentations concerning medical/clinical aspects of pharmaceutical products and disease states for health care professionals and field sales colleagues.
- Gave both CME and non-CME presentations to health care professionals, including grand rounds at several prestigious institutions.
- Coordinated study site and investigator identification, study placement, and protocol recruitment for clinical research studies with phase III, IV, and V compounds.
- Hired, directed and trained fifteen medical liaisons in both drug information and research coordination roles.

Director, Drug Information, Drug Information Services 12/94-9/95

Senior Manager, Medical Communications 6/93-12/94

Manager, Medical Communications 9/90-5/93

Medical Communications Associate, Sr. Medical Writer, 5/85-8/90

Medical Writer, Medical Communications

- Directed efforts of five drug information specialists in production of various sales support materials for health care professionals, etc., as well as other communication projects.
- Developed written and oral presentations regarding medical/clinical aspect of pharmaceutical products and disease states for health care professionals and field sales colleagues.
- Increased usage of Medical Affairs by field sales force by a multiple of 14
- Integrated Medical Affairs into Marketing through the development of various commercial/medical projects.
- Experience in a variety of therapeutic areas including CNS, CV, Anti-inflammatory/Pain, Oncology, Anti-infective, and Women's Health Care.

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Health Publications/Health Associates

Project Manager

3/82-4/85

- Direct sales to health care professionals and institutions and preparation patient ed. materials.

EDUCATION

Fairleigh Dickinson University, Madison, New Jersey. Masters of Arts, Psychopharmacology, 1995

Fairleigh Dickinson University, Madison, New Jersey. MBA with concentration in International Business, 1991

Universidad Autonoma de Guadalajara, Escuela de Medicina, Guadalajara, Jalisco, Mexico, January 1980 - July 1980

Villanova University, Villanova, Pennsylvania. BA Psychology, minors biology/chemistry, 1977

Specialized Training/Awards

Management Training Seminars

Medical Literature Database Training

Computer Applications (Microsoft Office, Medline, etc.)

Parke-Davis' Presidents Award for Innovation for pregabalin development

References and Publications List will be furnished upon request