

PAUL B. FEIRSTEIN

1214 Fiddlehead Way • Myrtle Beach, SC 29579 • (770) 330-0845 • feirsteins@icloud.com

Adobe Spark Page - <https://spark.adobe.com/page/aInK1MI2hB1wM/>

LinkedIn Profile - www.linkedin.com/in/paulfeirstein

EXECUTIVE SUMMARY

Versatile, goal-oriented leader, educator, coach, and mentor focused on people development, training excellence, and performance management. Excels in breaking down complicated problems into achievable solutions. Strength aligning resources, building focused teams, setting clear performance expectations, and driving collaboration across individuals and teams. Reputation for passion, leadership, flexibility, agility and driving results. Career reflects a commitment to professional development, consistent overachievement of aggressive goals and commitments.

PROFESSIONAL EXPERIENCE

COASTAL CAROLINA UNIVERSITY

Spring 2022

Adjunct Professor (Teaching Associate)

Teaching Associate focused on the development of the fundamental global business foundations necessary for freshman to succeed in the Wall College of Business. The course CBAD120, Introduction to the Global Culture of Business provides students with group discussions, case study, assignments, and business simulation to provide real world scenarios balanced with sound business insight and decision making based on readings, lectures, and overall course application. Current teaching assignment includes three sections, two live and one asynchronous.

COASTAL CAROLINA UNIVERSITY

Fall 2021

Graduate Assistant (CoBE Institute)

Business and learning specialist focused on developing an educational platform and training sessions designed to improve business knowledge, communication, and overall accountability for cohorts and associates. Responsibilities also included coaching and mentoring cohorts, assisting with ongoing consulting projects, and providing classroom support to CoBe Director as needed.

SKEMA BUSINESS SCHOOL (INTERNATIONAL)

Fall 2021

Adjunct Professor, Business development

Retired senior business executive charged with instructing junior and senior international undergraduate students in the understanding and application of business development/entrepreneurship in the United States. This course was designed to examine the environmental factors and forces that drive the development of business in the U.S. and how to successfully manage a business in this market. The course aimed to help students identify and evaluate business opportunities and be able to evolve from a business idea to business concept over the course of the semester. By taking an integrative approach, students learned the dynamics of sales, marketing, operations, supply chain, finance, and business development in the United States.

AQUINAS LEADERSHIP GROUP

2019 to 2021

Vice President/Senior Training Consultant

Training specialist focused on building new and long-standing relationships with pharmaceutical and biotechnology companies through networking and outreach. Focused on developing and implementing sales and MSL training and development plans to meet the needs and challenges clients face with healthcare practitioners and key opinion leaders.

CURRY ROCKEFELLER GROUP, INC.

2018 to 2019

Vice President, Scientific Communication Solutions

Senior level business development specialist focused on expansion of current company client roster through ongoing outreach and engagement. Focused on developing, implementing, and managing scientific communications strategies to support short and long-term growth of clients' product or portfolio. Responsibilities also include strategic guidance, planning, and launch support throughout the commercialization lifecycle.

BRANDSYMBOL, INC. 2017 to 2018

Chief Operating Officer

Senior Executive with three decades of client-side experience executing day-to-day leadership and management responsible for design and implementation of business strategies, plans and procedures to meet the overall needs of our clients. Corporate responsibilities focused on leading the development, communication and implementation of effective internal growth strategies and external partnership opportunities to meet both the short and long-term goals of the company.

BRANDSYMBOL, INC. 2015 to 2016

Senior Vice President Sales & Marketing

Sales and Marketing executive with direct responsibilities to promote growth and stability for brandsymbol and effectively increase brandsymbol and SafeMark annual revenues. Responsibilities include client relationships, setting monthly, quarterly, and annual sales revenue goals, through coaching, mentoring and continuous hiring and training of new departmental staff.

FSC PEDIATRICS 2013 to 2015

Vice President Marketing & Sales

Provided leadership and coordination across company commercial functions. Developed and implemented annual sales plan in support of organization strategy and objectives. Directed implementation and execution of sales training, sales policies and practices. Recommended sales and marketing strategies for improvement based on market research and competitor analyses. Implemented distribution strategies and managed multiple channel selling strategies.

FSC PEDIATRICS 2011 to 2013

Director of Training & Marketing/Sales Services

Experienced leader tasked with transforming sales performance through, development and implementation of a new hiring recruiting, onboarding and new hire training process, development of advanced training and leadership development curriculum, and implementation of a marketing driven culture through strategic direction, improved processes, and measurable metrics.

OTSUKA AMERICA PHARMACEUTICAL, INC. 2009 to 2010

National Sales Director – Oncology/Hematology

Recruited to turn-around a \$36M hospital-based hematology specialty division across North America for a private specialty pharmaceutical company. Developed long-term expansion plans to maximize collaboration agreements and portfolio launches in the oncology/hematology marketplace.

THE RITEDOSE CORPORATION (formerly Holopack International) 2007 to 2008

Senior Vice President, Sales & Marketing

Recruited and charged with transforming \$35M manufacturing business into fully integrated pharmaceutical company specializing in Pediatric medicine. Developed and implemented strategic roadmap for generating steady flow of new product opportunities. Expanded business model to include commercial organization while building on existing manufacturing business. Forged alliances to support strategic direction and drive ROI and long-term sustainable growth.

SCHERING-PLOUGH CORP. 2004 to 2007

Vice President, Sales & Marketing – Coronary Care Group

Recruited to turn-around a \$300M global cardiovascular hospital-based specialty business. Responsible for corporate strategy, sales, marketing, training, public relations, investor relations, manufacturing, project management, regulatory, intellectual property, and business development for specialty business.

JANSSEN PHARMACEUTICA 2003 to 2004

Region Sales Director – Recruited to lead 6-district, \$18M primary care sales division with 72 sales representatives across 3-state region. Instituted strategic plans to maximize reach and frequency of key prescribers and managed care access for all brands. Directed opinion leader advocate program as well as established training program to enhance new teaming structure and foster collaborative environment.

PFIZER, INC. (formerly Pharmacia and Searle)

1998 to 2003

Regional Business Director – Directed a \$55M primary care sales division with 10 districts and 100+ sales representatives across a six-state region for this leading global pharmaceutical company. **Director Marketing, North America, Arthritis & Inflammation Group** – Recruited to join company during corporate acquisition to develop and launch novel injectable pain product in hospital market. **Director Marketing, New Products, New Markets Group** – Led all facets of the injectable arthritis and pain portfolio in the U.S. hospital market. **Associate Director Marketing, Oncology, New Products, New Markets Group** – Recruited to lead promotional efforts to design and develop a scientific based platform to launch new oncology division (1998 to 1999)

ZENECA PHARMACEUTICALS (now AstraZeneca)

1988 to 1998

Product Promotions Marketing Manager, Oncology Care – Launched novel once-a-day pain product in Hospital and Long-Term Care markets (1996 to 1998). **District Sales Manager, Hospital Care** – Successfully developed and piloted new team structure resulting in #1 district ranking (1994 to 1996). **Hospital Sales Representative** – Launched novel sedative hypnotic and anti-infective (1990 to 1994). **Primary Care Sales Representative** – Managed successful portfolio of cardiovascular products resulting in top performing territory year-over-year (1988 to 1990).

ADDITIONAL LEADERSHIP EXPERIENCES

Mentor, Torch Everwise Mentoring Program

Mentor, University of Pittsburgh, Pitt Commons

Mentor, Women Unlimited, Inc. Management Development Program

Mentor, Boston College Carroll Executive Mentor Program

Healthcare Consulting

Member, Field Leadership Team, Otsuka America Pharmaceutical

Member, Global Brand Team, Otsuka America Pharmaceutical

Member, US Leadership Team, Schering-Plough

Member, Specialty Care Leadership Team, Schering-Plough

Team Leader, Millennium Integration Team

EDUCATION & PROFESSIONAL DEVELOPMENT

MBA, General Business, Coastal Carolina University (Current 18 Credits)

Conway, SC

MBA, Global Management, University of Phoenix

Phoenix, AZ

BS, Psychology, University of Pittsburgh

Pittsburgh, PA

ACADEMIC LECTURES/SPEAKING ENGAGEMENTS

<p>GUEST SPEAKER, COASTAL CAROLINA UNIVERSITY Coastal Carolina University PDA Event American Marketing Association Topic: Why is Decision Making so Hard, Or is it?</p>	<p>March 30, 2022</p>
<p>GUEST SPEAKER, COASTAL CAROLINA UNIVERSITY Coastal Carolina University PDA Event American Marketing Association Topic: Who Said Failure is a Bad Thing (A Focus on Resiliency)</p>	<p>November 10, 2021</p>
<p>GUEST LECTURER, COASTAL CAROLINA UNIVERSITY, UNDERGRADUATE PROGRAM Coastal Carolina University Topic: From Bench To Brand: The Road To Launch (<i>2 lectures</i>)</p>	<p>October 18, 2021</p>
<p>GUEST LECTURER, RUTGERS BUSINESS SCHOOL, GRADUATE PROGRAM Rutgers University MBA Program in Pharmaceutical Management Topic: The Value of a Key Opinion Leader: How to Find Them, How to Use Them</p>	<p>October 19, 2021</p>
<p>GUEST LECTURER, COASTAL CAROLINA UNIVERSITY, UNDERGRADUATE PROGRAM Coastal Carolina University Topic: The Art and Science of Personal Selling: And the Managers Who Support Them (<i>3 lectures</i>)</p>	<p>May 5, 2021</p>
<p>GUEST LECTURER, SKEMA BUSINESS SCHOOL, UNDERGRADUATE PROGRAM Skema Business School Topic: From Bench to Brand: A Real-Life Product Launch Case Study</p>	<p>May 5, 2021</p>
<p>GUEST LECTURER, WAKE TECHNICAL COMMUNITY COLLEGE, UNDERGRADUATE PROGRAM Wake Technical Community College Topic: From Bench to Brand: A Real-Life Product Launch Case Study</p>	<p>April 7, 2021</p>
<p>GUEST LECTURER, SKEMA BUSINESS SCHOOL, UNDERGRADUATE PROGRAM Skema Business School Topic: Corporate Social Responsibility: Pharma's Role as Good Corporate Citizens</p>	<p>April 6, 2021</p>
<p>GUEST LECTURER, RUTGERS BUSINESS SCHOOL, GRADUATE PROGRAM Rutgers University MBA Program in Pharmaceutical Management Topic: The Value of a Key Opinion Leader: How to Find Them, How to Use Them</p>	<p>March 3, 2021</p>
<p>GUEST LECTURER, RUTGERS BUSINESS SCHOOL, GRADUATE PROGRAM Rutgers University MBA Program in Pharmaceutical Management Topic: The Road to Launch</p>	<p>March 2, 2021</p>
<p>GUEST SPEAKER, COASTAL CAROLINA UNIVERSITY Coastal Carolina University PDA Event American Marketing Association Topic: From Bench to Brand: The Road to Launch</p>	<p>January 27, 2021</p>