



DANA E. THOMAS
Marketing Executive



MARKETING
experience
COUNTS

Strategic
Tactical
Sales
Global

Growth Strategies / Global Account Management
Channel Distribution / Market Analysis / Contracts / Strategic Partnerships
Product Development & Launch / P&L / Strategic & Tactical Planning



Leadership that works for you

I am a 25 year marketing veteran with 5 years sales experience in the diagnostics industry. Most recently I served as Area Director of Marketing for HealthSouth Hospitals of Pittsburgh managing a sales organization of over 20 and a marketing staff of over 10. Previously I served as Vice President of Marketing for Cangen Biotechnologies, a start-up biotechnology company based on research from Johns Hopkins specializing in molecular diagnostics for the detection of cancer, simultaneously served as Chief Marketing Officer for Regenskin, a start-up dealing with wound healing, and owned and operated DThomas Consulting Inc., with over a dozen clients globally. I started my career with E. I. DuPont de Nemours after leaving the University of Louisville School of Medicine where I was pursuing a doctorate in microbiology. Previously I received my BA degree from the University of Louisville. During my 8 year tenure at DuPont, I received "Blue Chip" marketing training and was the highest producing sales representative in Medical Products Department. After leaving DuPont, I have served in senior level marketing management roles where I was integral in the commercialization of seven start-up companies and several turn-around situations.



MARKETING SOLUTIONS

- LEADERSHIP
- STRATEGIC
- TACTICAL
- EXPERIENCED
- GLOBAL
- ADAPTABLE
- PRODUCT LAUNCH
- PERSONNEL DEVELOPMENT
- TECHNICAL UNDERSTANDING
- BUSINESS ACUMEN

experience for all your marketing needs

Professional Experience

DTHOMAS CONSULTING

Owner / Operator

HEALTHSOUTH CORPORATION, PITTSBURGH, PA

Area Director of Marketing Operations

CANGEN BIOTECHNOLOGIES - **Vice President Marketing**

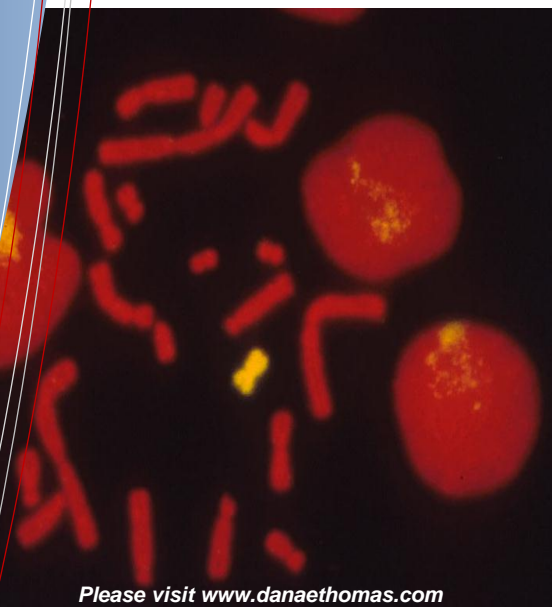
Responsible for creating strategic and tactical direction for a venture capital based molecular diagnostic company. Cangen Biotechnologies is a spinoff of Johns Hopkins created to deliver the latest technologies for the detection and treatment of cancer. Worked directly with venture capitalists to gain funding and created marketing plans, tactical distribution, and forecasts to commercialize company.

TRINITY BIOTECH - **Director of Marketing**

Established strategic direction for an Ireland based diagnostic company with focus on infectious disease, coagulation, clinical chemistry and point-of-care diagnostic testing. Upon entering the company North and South American sales were \$24.5M, in 2006 the company was tracking to \$60M of incremental business (does not include acquisition sales) while exceeding corporate profit objectives. Recruited, trained and directed the daily activities of a new marketing department of 6 marketing managers.

QIAGEN INC. - **Marketing Manager Molecular Diagnostics**

Penetrated untapped market for QIAGEN, generating \$2M within 180 days. Company had developed new instrumentation and reagent product line to address needs of molecular diagnostic laboratory, but had limited expertise to launch to this market segment. Developed launch team and successfully launched new instrument platform and reagents increasing revenues 3% over existing business.



BIO-RAD LABORATORIES - **Marketing Manager**
Increased sales \$2M by establishing overall strategic direction and implementation of new marketing plan. Marketing efforts for the Blood Virus division had previously been handled out of France. Created marketing plan consisting of three primary tactical components to immediately impact market share and sales; reestablished positive distributor relationship, launched new key product and developed collateral and training materials as part of a new marketing communications plan.



TREK DIAGNOSTIC SYSTEMS, INC.

Director of Marketing

Renegotiated OEM suppliers' contracts, significantly reducing costs and exceeding \$500K EBITDA requirements. Upon entering the company's market share was less than 1% with \$20M in sales, production volumes had decreased and product costs had increased. Renegotiated supply contracts with top three OEM suppliers reducing costs, allowing Trek to exceed EBITDA requirement set by primary investor subsequently reducing margins.

Medical Devices, Diagnostics, Molecular, Point-of-Care, Rapid Dx, & More . . .

NEOPROBE CORPORATION - **Director Business Development**
Developed/negotiated strategic partnerships to launch new product, generating \$4M in 24 months. Tapped to deliver Neoprobe's newly FDA approved medical device to market. Identified and contractually committed marketing and distribution partners, creating global network of alliances to represent and sell approved product. Established sales/marketing processes and infrastructure, building recurring revenue base of <\$20M.



R&D TECHNOLOGY TRANSFER SERVICES, INC. - **Founder**
Founded business offering outsource business development. Successfully managed the acquisition of several nutritional and vitamin products and completed a major technology transfer between University of Missouri and Colgate.

SHERWOOD MEDICAL, INC. - **Marketing Manager**
Introduced and launched 200+ new products, developed direct mail marketing campaigns increasing sales by \$2M. Total marketing responsibility for \$22M division responsible for development of new products, strategic planning, pricing, advertising, literature, distributor management, promotions and trade show management.

MARTEK BIOSCIENCES CORPORATION - **Director Sales and Marketing**
Launched 150 new products and created sales run rate of \$2M with <70% profit margin. A startup biotechnology company based on spin off of major aerospace company had excellent technology but no products or current markets. Identified and commercialized over 150 new products. Created marketing and sales direction and all sales tracking and support systems for the company.

E. I. DU PONT DE NEMOURS & Co., INC.

Sales & Marketing Manager

Promoted rapidly through increasingly responsible sales and marketing management positions receiving eight promotions in eight years.



PERFORMANCE

- ✓ EBITDA Achievement
- ✓ Market Share & Penetration
- ✓ Product Development
- ✓ Business Development
 - ✓ Licensing
 - ✓ Metrics



SALES SUPPORT

- ✓ Collateral Materials
 - ✓ Brochures
 - ✓ Videos
 - ✓ Webinars
 - ✓ Training
- ✓ KOL Development
- ✓ GPO Contracts
 - ✓ CRM



CREATIVE SOLUTIONS

- ✓ Budget Management
- ✓ New Technology Launch
- ✓ Corporate / Board Buy-In
- ✓ Marketing Agreements
- ✓ Distribution Agreements
 - ✓ Licensing



Strategic Development
Tactical Implementation
International Responsibility
Sales Support

The purpose of this brochure is to provide information to recruiters and potential employers to assist with the hiring decision.

My intent is to assist you with the two basic questions you need answered during the interview process:

1. **Why should I hire you?**
2. **What can you do for me?**

Answers to both questions are vitally important during the interview and are usually very specific to your needs. This brochure and my website should provide you with an introduction to what I can offer an employer and a glimpse of what I have done in my career. My answers to the above questions, and any others, can and will be addressed during a face-to-face interview.

After reviewing the content of my brochure and website, if you would like to discuss an opportunity please contact me using the information below.



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