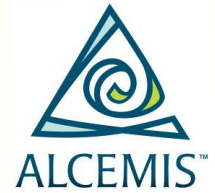


Integrated & Experiential Learning - Product Launch



C H A L L E N G E

To lead and manage the design and development of an integrated and experiential learning solution to launch a new drug to a sales force of 1,300 reps for a \$6 billion pharmaceutical customer.

A C T I O N S

- Managed the cross-functional team of experiential and classroom learning designers for the pre-launch and launch meetings, along with train the trainer meetings in multiple cities across four months.
- Sourced and managed deliverables for:
 - Big Picture activity
 - Video Challenge activity
 - Final Challenge, a 4-hour/10-challenge activity
 - Austin Powers video contest and impersonator appearance
- Wrote the Austin Powers video script.
- Managed the on-site meeting staff.
- Managed resource development and on-site coordination of materials.
- Led client and delivery team meetings.



R E S U L T S

- Initial sales uptake of the new drug in the market was in line with client plans. While this pharmaceutical company does not post drug-specific results, they did post a 49% gain in the segment for their new drug during 2006, the year it launched. (Source: www.contractpharma.com)
- My client earned additional business from this pharmaceutical customer after the launch, including a third meeting in August as well as business internationally and for another division in the U.S.
- VP Sales: The training was great. The sales force was very engaged, excited, and obviously learning a lot. The content was right on the mark and the challenges really tested them well.
- AVP Marketing: This was done very well. I think that the content, testing, and engagement were all right on the money.
- AVP Marketing: The training you delivered is our new best practice.
- Director, Sales Operations: The training was terrific. It's just what we were hoping for to get the brand off to a great start.
- Regional Business Director: I've been here for the launch of [several drugs]. This training knocked the cover off the ball.