

TAB A

Angela Dea Moskow

Employment History

Sanofi US

Vice President, Chronic Disease Prevention & Wellness
Vice President, Metabolism Marketing
Associate Vice President, Diabetes Marketing
Senior Director, LANTUS and APIDRA
Director, LANTUS and APIDRA
Senior Product Manager, LANTUS
Product Manager, LANTUS
Marketing Promotional Manager, Metabolism and CV Products
Area Sales Manager
Management Development Associate
Cardiovascular Sales Consultant
Professional Medical Sales Representative

August 1990 - Present

August 2011 - Present
October 2007 – August 2011
September 2006 - September 2007
July 2006 - September 2006
March 2005 – July 2006
December 2002 – March 2005
March 2000-November 2002
January 1998 – March 2000
July 1994 – January 1998
February 1994 – July 1994
October 1993 - July 1994
August 1990 – October 1993

Employment Overview

Center for Chronic Disease Prevention & Wellness

NA Corporate Affairs, Bridgewater, New Jersey

August 2011- Present

- Charged with developing and implementing the long term strategic direction for external prevention and wellness partnerships, initiatives and investments
- Responsible for building alliances with health organizations representing patients, providers, payers, governments and other constituencies that are working to improve health policy, with a view to patient outcomes
- Engaging in conversations to steer the US healthcare system toward prevention and/or intervention and the development of innovations that lower the chronic disease burden in the US while positioning Sanofi as a leader in this area
- Support Sanofi wellness initiatives by seeking out best practices and bringing recommendations back into organization

Marketing, Metabolism Team

US Commercial Operations, Bridgewater, New Jersey

March 2000 – August 2011

- Consistently achieved sales results at or above plan and guided LANTUS to #1 prescribed insulin every year since launch in 2001
- In last year of brand oversight (2011), achieved the following:
 - LANTUS sales of \$3.25 Billion (14.6% growth over prior year)
 - IU growth of 8.2%
 - TRx growth of 6.2%
 - 50% SoloSTAR contribution to sales by December 2011
 - #2 company in diabetes TRx volume only behind Teva generic products
- Oversaw launches of LANTUS vial, LANTUS OptiClik, LANTUS SoloSTAR, Apidra vial, Apidra OptiClik and Apidra SoloSTAR
- Responsible for P&L of LANTUS and APIDRA
- Led team of twenty marketing professionals focusing on strategic market development and branded product growth
- Oversaw development of LANTUS professional and consumer advertising campaigns as well as non-branded DTC insulin and public affairs campaigns

Sanofi v Eli Lilly

PTX-690

1-14-cv-00113-RGA-MPT

Product Promotional Manager, Metabolism and Cardiovascular 1998 – 2000
US Commercial Marketing, Kansas City, Missouri

Aventis Advertising primary customer contact for the following brands: AMARYL, LANTUS, CARDIZEM Family, REFLUDAN, ALTACE; US Commercial and Account Management Liaison

- Led cross functional creative project team
- Oversaw project development from initiation to completion
- Worked on pre-launch positioning for LANTUS
- Contributed to AMARYL sales success--118% dollar increase in 1998 and 65% increase in 1999
- Contributed to maintenance of CARDIZEM sales as Agency of Record promotional team leader--\$700 million annually over last two years in 16th and 17th years of life cycle
- Participated in field market research evaluating new positioning, copy and design concepts
- Coordinated Agency of Record activities

Area Sales Manager 1994 - 1998
Long Island, Brooklyn and Queens, New York

- Developed, coordinated and implemented strategic and tactical marketing plans for a \$22 million business unit
- Responsible for sales performance and leadership of 13 multi-specialty sales associates
- Achieved and held #1 rank in region for sales results on lead priority CARDIZEM CD
- Achieved and held #1 rank in region for sales results on second priority AMARYL
- Managed \$1 million annual operating budget
- Management responsibilities included: hiring/retention, training, career development, performance appraisal, salary administration, strategic planning, business analysis, budgeting, teambuilding and motivation
- Accounts included major teaching institutions, community hospitals, group practices, private physicians, managed care organizations, retail pharmacies and professional organizations

Cardiovascular Sales Consultant 1993 – 1994
Long Island, New York

- Applied technical product information and creative selling ideas to access hard to see customers in specialty fields
- Worked in conjunction with the Long Island district to identify potential challenges and opportunities and targeted resources accordingly
- Conducted presentations and training to fellow associates and management on current cardiovascular issues

Professional Medical Sales Representative 1990 – 1993
Huntington, New York

- Managed territory comprised of 300 customers including physicians, hospitals, retail and mail order pharmacies
- Marketed pharmaceutical products in cardiovascular, upper respiratory disease, gastroenterology and smoking cessation
- Grew total sales every year in territory for an average bonus index of 111%

Awards and Recognition

- ❑ Highest Leaf Award from Women's Venture Fund 2015
- ❑ Talent Champion Award 2013
- ❑ Diamond Award Recipient, ISM-NJ 2012
- ❑ Follow the Leader recognition from *MM&M* magazine 2011
- ❑ Pinnacle Award for leadership in LANTUS Safety Situation 2009
- ❑ Emerging Pharma Leadership Feature by *Pharmaceutical Executive Magazine* 2008
- ❑ Central NJ YMCA *Tribute to Women in Industry (TWIN)* Award Recipient 2008
- ❑ SUMMIT Award for Multicultural Marketing Initiative 2007
- ❑ Marketing Champion Award 2005
- ❑ Special Achievement Award for LANTUS Launch 2001
- ❑ Marketing Fast Start Award 1998
- ❑ Excellence in Leadership National Award 1997
- ❑ Edge of Excellence Regional Award, Q3 1996
- ❑ Olympian Sales Club induction 1992
- ❑ Field Fast Start National Award 1991

Talent Management Training

- ❑ *Perspectives* International Senior Leadership Development Program 2007

Education

University of Richmond, E.Claiborne Robins School of Business, Richmond, Virginia
Bachelor of Science in Business Administration (Cum Laude)—Concentration: Marketing

Appointments

- Northwest Missouri State University Foundation Board Member 2015
- Alliance for a Healthier Generation Leaders Advisory Board Co-Leader 2015