

**SAMUEL R. TRUJILLO**  
Director, Consumer Marketing  
Women's Healthcare Business Unit  
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Demonstrated ability to focus and mobilize organizations, large and small, in order to compete successfully in today's complex market. Over 20 years experience consumer and pharmaceutical marketing, department leadership, strategic planning, new product commercialization, life cycle management, field sales management (specialty sales and managed care) with Fortune 100 companies and start-up companies.

Record of accomplishment of success serving on, or leading, teams for many well-known brands. Over a dozen product launches, four of which have reached blockbuster status. Experience in DTC, pharmaceutical and consumer product marketing, globally and in US, across several therapeutic categories (oncology, cardiovascular, neurology, psychiatry, anti-infective, respiratory, gastroenterology, allergy, etc.).

The following are areas of skill and achievement in my background, which are most relevant:

- **Bayer Group Marketing Director – Women's healthcare (Fertility Control and Hormone Therapy) marketing.** YAZ best oral contraceptive launch ever, Mirena fastest growing Intra Uterine Contraceptive (IUC) and Angeliq hormone therapy launch. T.V. commercials awarded (best branded & unbranded MM&M), website winner (International Internet Award), (MedAd News) awarded best segment marketing campaign and best integrated campaign, speaker at industry conferences and follow-up articles in publications.
- **Schering-Plough, Director – Nasonex: Re-launch of Nasonex with a refocus on core marketing strategy, messaging, implementation excellence, clinical development, life cycle management, DTC promotion and implementation of highly successful new campaign.** Nasonex has become symbol of Schering-Plough turnaround. Led Nasonex to record profits, exceeded forecast goals (42% gain vs. prior year), reversed five-year market share decline.
- **Novartis Pharmaceuticals, – Zometa/Aredia Franchise: Director worldwide Zometa launch team, conversion of business from first generation product, Aredia.** Secured #1 worldwide market position, blockbuster status and best oncology launch of the year.
- **Solvay Pharmaceuticals Inc, Director Cardiovascular Marketing: Launch of the United States Cardiovascular Division, development and launch of cardiovascular division and first two cardiovascular products.** International joint venture management (Servier), leadership cardiovascular strategy for wholly owned subsidiary (Unimed), cardiovascular marketing and associated department direction.
- **Shire Richwood Pharmaceuticals Inc. Director of marketing for ADHD franchise: Management of company flagship psychiatry line of products, Adderall and DextroStat.** Surpassed market leader, Novartis, and took Adderall to #1 position in market.
- **Warner-Lambert Consumer Healthcare Division, Group Marketing Manager: Key OTC products, Zantac-75, Benadryl, Sudafed, Lubriderm, Neosporin, Nix, Listerine, etc.** Took Zantac-75 to #1 position in market, introduction line extensions and new product formulations as well as management of several other #1 products in consumer market.
- **Warner-Lambert, Parke-Davis Pharmaceutical Division, varied marketing experiences: Served on oncology, cardiovascular, CNS, anti-inflammatory, anti-infective, etc. marketing teams.** Launched and took various products to leadership positions in market. Marketing and sales force experience.
- **Procter & Gamble marketing experience: Key OTC products, Crest, Pampers, Always, Pepto-Bismol, Metamucil, Chloraseptic, Scope, Encaprin, Entex LA, Head & Chest, Didronel, etc.** Launched several innovative new products and took various products to leadership positions in market.

Pepperdine School of Business Management (MBA) Business/Law  
Michigan School of Business Management (EMBA) Business/Marketing  
University of New Mexico – (B.S.) Biochemistry  
Marketing Internship - Walt Disney Interactive Division