



## E. Aaron Davis

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### EXECUTIVE SUMMARY

- Co-founder of marketing/medical/managed markets life science consulting company *Metabolic Markets, LLC*
- Experienced in managed markets strategic plan development, sales channel evaluation, account manager field force deployment, and customer engagement programs
- Consistent award-winning sales performance
- Expertise in delivery of formulary access, local market strategy, medical education planning, pull-through execution, and leveraging of internal and external resources
- Experienced sales metrics and analytical evaluation, qualitative and quantitative market research, new product pricing evaluation, and forecasting

### PROFESSIONAL EXPERIENCE

*Metabolic Markets, LLC*

Co-founder and Partner – September 2011 – Present

- Developed client base spanning early stage developers to large manufacturers, including pharmaceuticals, devices and diagnostics companies
- Provide unique service offerings to clients that encompass strategy development through tactical execution by *Metabolic Markets* to support manufacturer initiatives
- Engagements included: Pricing and reimbursement strategy, federal sales channel strategy and execution, employer strategy, value communication and execution, payer market research, Medical and Pharmacy benefit expansion advocacy, Medicare Part D evaluation and contracting strategy

*PriceSpective Value Strategy Consultants* – San Diego, CA

Director • September 2010 – September 2011

- Charter member of Payer Engagement Practice
- Responsible for business development and project team leadership
- Projects include pricing and reimbursement strategies across multiple therapeutic areas, developing sales channel mix strategies, contracting and negotiation recommendations
- Two ISPOR poster publications delving into Medicare Part D and diabetes coverage dynamics

*Vertex Pharmaceuticals* – Cambridge, MA

Associate Director [Government Accounts] • September 2009 – September 2010

- First Managed Markets representation for *Vertex*, first of only three managed markets field leadership core team

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- Hired to establish and build a VA, Correctional Health, and DoD account team in preparation for Vertex's first in class Hepatitis C agent
- Developed Veterans Affairs, Correctional Health, and Department of Defense channel specific pre-launch marketing and engagement plan
- Established relationships amongst the VA Hepatitis C resource center leadership
- Created first ever opportunity for senior VA Hepatitis C leadership and Vertex medical, commercial senior leadership for collaborative discussion, with a goal of active partnership with the VA, the largest single Hepatitis C care provider in the country
- Responsible for territory alignments, job description development, and account manager recruiting
- Established Vertex channel specific national and regional conference presence approach, materials, customer events and educational opportunities

*Amylin Pharmaceuticals* - San Diego, CA

Senior Federal Account Manager • July 2005 – August 2009

- Represented *Amylin Pharmaceuticals* to federal accounts (DoD, I.H.S, and V.A.) covering western 10 states at launch of Symlin® and Byetta®, covering Southern California, Arizona, Nevada and Hawaii (Charter member of federal sales three person team)
- Responsible for developing access and pull-through within the federal sector through utilization of multiple tactics: thought internal champion development and leveraging, medical education, coordination with local territory managers
- Facilitated formulary inclusion of Byetta® at several key federal facilities, including but not limited to Luke AFB, Phoenix Indian Medical Center, U.S. Air Force Academy, Fort Carson, Riverside San Bernardino Indian Health
- March 2009 Promoted to Senior Regional Account Manager
- Named interim director of federal account managers during current director's medical leave (Feb 2008), lead recruitment of three headcount and field team expansion
- In 2008, led the federal account team in Symlin® gross sales driven by high VA demand. 2nd of 8 account managers in federal channel for Byetta® share of market, with contribution by DoD, VA and I.H.S. sales channels
- October 2008 - the only managed markets account manager selected for joint CEO customer visit with *Amylin* CEO Dan Bradbury and *Eli Lilly* CEO John Lechleiter to Phoenix Indian Medical Center to meet with I.H.S. Chief of Endocrinology / Metabolism
- August 2008 - named as federal representative to Council on Account Management Affairs leadership committee
- Served two years as Managed Markets field representative for *Siebel* based customer relationship management program development and business process improvement team
- Received 2008 *Kicker Award* recognizing performance and leadership

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- Selected as member of the first *Amylin* District Manager training program, initiated January 2008
- 2007 *Amylin* Elite Winner: lead share of market and second in gross sales for federal channels nationally, the first year of federal account manager eligibility

Marketing Analyst, *Amylin* • June 2003 – June 2005

- Led quantitative and qualitative market research projects, interpreted findings to senior management and facilitated implementation with brand teams
- Developed and maintained product forecast models used in financial planning, product investments, and manufacturing planning
- Responsible for competitive intelligence collection, distillation, and dissemination
- Developed advisory board agendas on competitive issues
- Intimately involved in setting launch price for Symlin® and Byetta®
- Created pricing model estimating the movement of lives within the pharmaceutical payer systems and negative impact on net selling price from Wholesale Acquisition Cost, with particular focus on the expansion of Medicaid programs and states implementing supplemental rebates
- Familiar with Monte Carlo Simulation and application and interpretation of risk modeling
- Responsible for maintaining product and marketing department budgets and liaising with finance department personnel, monitoring actual expenses to plan, accruals and budget adjustments requirements

Corporate Development Internship, *Amylin* • Summer 2002 & Spring 2003

- Designed new product forecasting model for *Amylin* developmental product prioritization and financial analysis as part of strategic planning efforts by *Amylin*
- Developed database to track and forecast the financial condition and product pipeline of competitors and possible partners in metabolic and endocrine markets
- Analyzed financial statements, reviewed scientific journals, commercial databases and explored alternative information sources to verify competitors' publicized product offering and pipeline
- Provided financial and product profiles of competitors for management discussion in strategic planning discussions
- Supported executive leadership during negotiations with *Eli Lilly* over co-development agreement of Byetta®

*Columbus Line USA, Inc.* - Long Beach, CA

West Coast Logistics Supervisor • December 1997 – August 2001

- Led creation of a West Coast logistics team
- Supervised logistics team responsible for import and export transportation of 1,000 containers per week

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## EDUCATION

- Peter F. Drucker Graduate School of Management at Claremont Graduate University  
Masters of Business Administration, Dual Concentration: Strategy / Finance, May 2003
- Dean's Award for Excellence in Leadership – 2003
- Dean's List 2001/2002
- President, Drucker School Student Association 2001/2002
- Relevant Coursework: Pharmaceutical Development, Corporate Finance, Financial Strategy, Financial Accounting, Financial Statement Analysis, Corporate Strategy, Quantitative Analysis, Managing Under Uncertainty, Marketing Management, Strategic Risk Management
- Texas A&M University at Galveston  
Bachelor of Science, Business Administration, August 1996

## PUBLICATIONS

ISPOR 18<sup>TH</sup> Annual International Meeting - *“Orphan disease drug costs in the united states: assessment of launch pricing trends in non-cancer orphan diseases and the future implications on health system access”* – Poster, Accepted for podium presentation

Submitted for publication - *“The Clinical and Economic Burden to Managed Care Organizations of Medication Non-Compliance in Cardiovascular Disease and Diabetes”* - article

ISPOR 14<sup>th</sup> Annual European Congress – *“Unmet Need and Drug Management Challenges in Type 2 Diabetes in the Elderly Medicare Part D Population”* - Poster

ISPOR 16<sup>TH</sup> Annual International Meeting – *“Disparity in Access to Novel Diabetic Agents for Medicare Part d Elderly Compared to Commercially Insured Patients: Downstream Effects of CMS Formulary Coverage Guidelines”* - Poster