

Ms Eugenie Loisance

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Business executive with solid strategic and innovative commercial skills gained in the healthcare and FMCG sectors, at a local and global level.

CAREER PROGRESSION

HAVEN 35

Founder & Managing Director (Australia) **Feb.19 – present**

LE WORKSHOP

Founder & Managing Director (Australia) **Dec. 18 – present**

PFIZER

Global Capability Lead – Digital Channel Enablement, StratCO (Global) **Apr. 10 – Jan. 19**
Therapy Lead – Rare Disease (Australia) Jan.17 - present
Group Manager – Pain Portfolio & Healthcare Solutions (Australia) June 14 – Jun. 16
Group Manager – Customer Marketing & Healthcare Solutions (Australia) Apr. 13 – Dec. 13
Group Manager – Local & Customer Marketing (Australia) Dec.12 – Mar. 13
Group Manager – Local Marketing (Australia) Jul. 11 – Nov. 12
Group Manager – Local Marketing (Australia) Apr. 10 – Jun. 11

ASTRAZENECA

Head of Customer Marketing & Business Insights (Australia) **Sep. 05 – Mar. 10**
Global Brand Manager – Seroquel (Global) Jan. 09 – Mar. 10
Global Brand Manager – Arimidex (Global) Jul. 07 – Dec. 08
Global Brand Manager – Arimidex (Global) Sep. 05 – June 07

PZCUSSENS BRANDS INTERNATIONAL

Global Senior Brand Manager – Imperial Leather (Global) **Oct. 04 – Aug. 05**

GILLETTE GROUP UK LTD

Senior Business Manager – Anti-perspirant deodorants (UK) **Jan. 02 – Sep. 04**
Business Manager – Female Shaving Dec. 02 – Sep. 04
Business Manager – Female Shaving Jan. 02 – Nov. 02

KONINKLIJKE WESSANEN NV

Senior Brand Manager and Assistant Managing Director (UK) **Jan. 99 – Dec. 01**
Brand Manager Oct. 00 – Dec. 01
Trade Marketing Executive Jul. 99 – Sept. 00
Trade Marketing Executive Jan. 99 – Jun. 99

CAREER DETAILS

HAVEN 35

Feb.19 – present

Haven 35 delivers advice on strategic marketing, team leadership and innovation.

- Delivered market research projects in the areas of mild asthma and leukaemia (face to face and telephone interviews with GPs & Specialists, client presentations and recommendations).
- Provided strategic advice to advertising and market research agencies on how to improve their pitch presentations to clients in the areas of Primary Care and Rare Disease.
- Participated in team meetings and brainstorming to help agencies and clients turn insights into actionable marketing tactics.

LE WORKSHOP

Dec. 18 – present

Le Workshop hosts short art classes and creative workshops taught by local artists in the Jervis Bay area.

- Managing all areas from insurance to branding, website, social media management, advertising, artist curation and event management.
- Hosted over 20 events to date and 150 participants.
- Obtained over 20 5 star google reviews.

PFIZER

Apr. 10 – Jan. 19

Pfizer is a leading innovative biopharmaceutical company. Global sales totalled US\$52.5billion in 2017.

Global Capability Lead – Digital Channel Enablement (DCE)

Jan. 17 – Jan. 19

DCE designed and deployed selected online platforms for use by the Pfizer internal marketing community. These platforms included a Website for Medical Professionals, Sales Rep Triggered Communications, Marketing Automation & Personalisation, Digital Content Factory, Email and Virtual Customer Communications

- Reporting to the Integration Team Lead and leading all Capability activities and centralised Communications.
- Led revamp of strategy, website and events. New program resulted in tripling of events, 95% NPS and unique attendance exceeding 600 colleagues. New internal website achieved 6500 unique visits in just 5 months.
- Designed the first ever multichannel Communications Strategy and executed a new centralised process across 40 DCE colleagues.
- Channels used included Email, Yammer and other internal platforms. Over 50 email campaigns deployed to lists often exceeding 1000 colleagues (average Open Rate 58%, CTOR 42%). Yammer group visited by 455 colleagues who read over 180 posts. Strategy inspired other teams around the company.

Therapy Lead – Rare Disease

Jun. 14 – Jun. 16

Commercial lead for the Australian Rare Disease portfolio of prescription medicines including Xyntha, Benefix, Genotropin, Rapamune, Eleyso, Somavert and other pipeline products. Sales totalled AU\$71.5million in 2015.

- Active member of the Business Unit Leadership team, reporting to the BU Head and Country Manager.
- Delivered all commercial aspects including strategy, forecasting, P&L, vendor management, sales and marketing.
- Led a team of 10: 2 Senior Brand Managers responsible for 5 Account Managers, 1 Operations Manager, 1 Brand Manager and 1 Assistant. Achieved highest level of engagement within the Business Unit.
- Exceeded financial targets across all brands by 23% despite unforeseen adverse competitive tender environments.
- Formed and led the first Rare Disease cross functional team (10 members).
- Achieved reimbursement status for Eleyso despite two previous rejections by the government.
- Identified and pursued previously untapped opportunities such as Somavert (>AU\$5million potential incremental sales) which eventually achieved reimbursement in July 2017.
- Active member of the Women Leadership Network tasked with fostering gender equality. Designed and rolled out a campaign which resulted in a 25% increase in internal women applying and securing roles.

Group Manager – Pain Portfolio & Healthcare Solutions

Apr. 13 – Dec. 13

The Pain portfolio included Lyrica, Celebrex and Dynastat. Sales totalled AU\$105million in 2013.

The field-based Healthcare Solutions team interacted with Medicare Locals (Primary Healthcare Organisations set up by the Government and responsible for improving health in specific geographies), identified and struck contractual agreements with Medicare Local CEOs in areas of common benefit to Pfizer and their geography.

- Member of the Marketing Leadership team, reported to the Head of Marketing.
- Led a team of 9: 2 Pain Brand Managers, 6 field-based Account Managers and 1 Assistant.
- Delivered all commercial aspects of the pain portfolio. Exceeded financial targets across all brands and achieved blockbuster status for Lyrica (AU\$55million, 54% growth year on year) by redirecting funds originally assigned to medical education to a multi-channel (TV, Radio and Digital) disease awareness campaign.
- Formed the Healthcare Solutions team who co-created 3 partnerships with Medicare Locals in the areas of Pain and Smoking Cessation, a first within the Pharmaceutical industry in Australia.

Group Manager – Customer Marketing & Healthcare Solutions

Apr. 10 – Mar. 13

Hired to set up the new Local Marketing approach for Primary Care, the biggest Business Unit within Pfizer (AU\$914 million in 2011) which marketed 10 brands to GPs. Local Marketing activities were implemented in areas of unique health needs where the national strategies were ineffective. After identifying Medicare Locals as potential partners with similar aims, the team was expanded, trained in Account Management and renamed the Healthcare Solutions team. In addition, following an internal restructure, took over Customer Marketing activities aimed at GPs in general, across brands, which resulted in cost efficiencies and better customer focus.

- Member of the Marketing Leadership team, reporting to the Head of Marketing.
- Led a team of 9: 6 field-based Account Managers, 2 Customer Marketing Managers and 1 Associate.
- Team delivered over 15 local marketing campaigns (e.g. Local Smoking Cessation Campaign in Western Sydney targeting Arabic/Vietnamese men halted double digit market decline compared to national)
- Identified Medicare Locals as a new opportunity, spearheaded strategy and gained internal stakeholder buy-in to evolve the Local Marketing team into the new Healthcare Solutions team. Also secured buy-in from Australian Medicare Local Alliance (government agency and peak body for Medicare Locals)
- Customer Marketing team delivered significant cost savings (e.g. Education weekend covering 8 therapy areas praised by 200 attendees, enabled increased reach & \$3.4million cost saving. Subsequently scaled up to target 500+ GPs in 2012).
- Designed 3 year MCM strategy & roadmap for Primary Care, gained internal buy-in. Developed & deployed an MCM launch campaign for Lyrica using 5 new digital channels and one remote detailing pilot. All within 6 months.

ASTRAZENECA

Sep. 05 – Mar. 10

AstraZeneca was the world's fifth largest pharmaceutical company. Portfolio included global leaders such as Arimidex, Crestor, Nexium, Seroquel and Symbicort. Sales totalled US\$33.3 billion in 2009.

Head of Customer Marketing & Business Insights (Australia)

Jan. 09 – Mar. 10

Transferred from Global headquarters to Australian division. AstraZeneca Australia Pty was the second largest and fastest growing pharmaceutical company in Australia with sales of AU\$884 million in 2008.

- Reported to the Director of Commercial Excellence who reported to the Managing Director.
- Led a team of 10: 1 Business Insights manager responsible for 6 analysts, 1 Customer Insights Manager, 1 Customer Strategy Associate and 1 Coordinator. Team managed a website targeted at GPs, all market research projects and analytical needs for 6 therapy areas and 10 brands.
- Improved team value and reputation amongst internal customers thanks to clearer direction and priority setting.
- Drove significantly higher value market research and brand plans thanks to roll out of global training.

Global Brand Manager – Seroquel

Jul. 07 – Dec. 08

Seroquel was AstraZeneca's second largest global brand with sales of \$4.4billion in 2008

- Reported to the Seroquel Global Vice President.
- Cross-functional Team Leader for new Major Depressive Disorder (MDD) and Generalised Anxiety (GAD) indications (1/3 of the brand's sales at peak year). Team composed of 10 global senior members located in 3 different countries accountable for strategy development, regulatory submission/defence, advisory boards, communications, consultation and preparation of markets for launch.
- Business case was approved and commended by the Global Commercial Review Board.
- Identified, escalated and resolved European-wide data gap issue by enabling additional clinical trial.
- Facilitated implementation of new brand positioning by local markets by setting up a new Brand Academy.

Global Brand Manager – Arimidex

Sep. 05 – June 07

Arimidex was the world's leading aromatase inhibitor with sales of \$1.7billion in 2007

- Reported to the Global Brand Director responsible for the Breast cancer portfolio.
- Defined and launched new brand positioning setting a new benchmark by being unique, compelling and relevant.
- Redefined ineffective patient support program into an innovative and differentiating proposition within 3 months.

PZCUSSONS BRANDS INTERNATIONAL

PZCussons is a leading British FMCG company providing Soap, Toiletries and Laundry brands. Sales totalled £577 million in 2007. PZCussons Brands International was the global marketing department.

Global Senior Brand Manager – Imperial Leather

Oct. 04 – Aug. 05

Imperial Leather was PZCussons' biggest and only international brand with sales totalling £112 million in 2007.

- Responsible for the Soap range (55% of Imperial Leather sales) and reported to the Global Marketing Manager.
- Developed three-year plan for establishing the first ever group-wide Imperial Leather bar soap portfolio following an extensive review of all 280 SKUs (£50million sales in 2006).

GILLETTE GROUP UK LTD

Jan. 02 – Sep. 04

Gillette are world leaders in grooming products. Global sales in 2004 totalled \$10.5billion, UK sales \$900million. Gillette has since merged with P&G.

Senior Business Manager – Anti-perspirant deodorants

Dec. 02 – Sep. 04

Anti-perspirant deodorants (APDs) became Gillette's only locally run portfolio of brands following an unsuccessful global positioning. UK & Ireland Sales in 2004 totalled £45million.

- Responsible for portfolio of 5 brands. Accountable for the P&L. Reported to the Personal Care Business Director.
- Defined UK portfolio strategy which aligned each brand to distinct consumer segments.
- Led total marketing mix revamp on Right Guard. Presented new range to top 6 retail accounts. Additional listings resulted in turnaround of brand (+27% vs. PY) following a 5-year decline and despite increased competition.
- Re-positioned Right Guard Xtreme Sport brand, maintained market share despite substantial decrease in marketing budget and increased competition.
- Produced successful integrated advertising campaigns including TV, outdoor, PR, print and radio on all brands.

Business Manager – Female Shaving

Jan. 02 – Nov. 02

Gillette for Women is the number one female shaving brand in the world. UK Sales in 2002 totalled £40million.

- Responsible for portfolio of 3 brands and accountable for delivering the P&L. Reported to the Business Director.
- Successfully positioned Venus brand within the beauty arena thanks to effective PR which generated more media coverage than in launch year
- Re-launched Satin Care range including successful transfer to 6 new skus in time for start of TV campaign which resulted in record share (65%), double digit growth (+15%) and drove overall market growth (+5%)

KONINKLIJKE WESSANEN NV, LEERDAMMER COMPANY UK LTD

Jan. 99 – Dec. 01

Royal Wessanen nv is a multinational food corporation based in the Netherlands. Sales in 2001 totalled 4billion Euros. Leerdammer Company was the European dairy division (now part of the Bel Group). Sales in 2001 totalled 292million Euros. Leerdammer was the number one cheese brand in continental Europe.

Senior Brand Manager and Assistant to the Managing Director Brand Manager Trade Marketing Executive

Oct. 00 – Dec. 01

Jul. 99 – Sept. 00

Jan. 99 – Jun. 99

- Joined as a Trade Marketing Executive reporting to the Brand Manager. Eventually reported directly to Country Group Manager also responsible for Italy who visited the UK monthly.
- Defined UK brand proposition and led successful launch of 4 line extensions. Helped achieve double-digit growth in a declining market (+20% in volume, +44% in profit).

EDUCATION

ADMA (Association for data-driven marketing and advertising)

Jan. 13 – Nov. 2013

- Digital Marketing Certificate (with distinction)

Ecole Superieure de Commerce, Rennes, France

Oct. 94 – Aug 98

International business school program geared to developing both academic and practical business skills.

Requirements for degree included successful one-year MBA exchange abroad, demonstrated project management skills in student led associations and 6 months' worth of internships in France and abroad.

- MBA program (Credit exchange – 9As & 1B) with Graduate School of Management, Rutgers University, USA
- **Diplome ESC in International Business** (equivalent to **MA**)
- **BA (2:1) in International Business**
- Led 25 voluntary students who raised full £5000 budget and organised two convoys of medical supplies to Ukraine.
- Internships with Bayer Corporation USA, The Body Shop France, Odlo Sportswear AG in Switzerland.

Lycee Vial, France

Sept. 93 – May 94

Preparatory Course for the competitive entrance to business schools

Lycee Saint Louis, France

Sept. 90 – May 93

Baccalaureat (Hons) in Business, Maths, Foreign Languages

LANGUAGE SKILLS

Bilingual French