

Lee Ann Swenson
Kineticx Inc.
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Summary

- Professional medical writer with clear, effective medical writing and communication skills, expertise in the fields of oncology and hematology, and significant experience in neurology
 - Medical communications for specialist, primary care physician, nursing, and patient audiences: publications, meeting abstracts and posters, continuing education programs, and promotional materials
 - Effective business communications including corporate representation with press, shareholders, and financial investment analysts as well as written corporate communications
- Well-respected skills in marketing and business management, with strength in product portfolio development and long range strategic planning
- Real-world experience through progressive positions in sales, marketing, and management, as well as hands-on experience in evaluation of business development opportunities
- Proven ability to successfully work in diverse corporate environments: including large multinational pharmaceutical and small biotech companies, as well as on the consultancy and agency side of the business

Professional Experience

President	Kineticx, Inc.	9/03 – Present
Vice President, Marketing	Hemosol, Inc. Toronto, ON/Parsippany, NJ	12/99 – 9/03
Vice President, President	GENEXC Biomedical Marketing, Inc. Boonton, NJ	9/94 – 12/99
Marketing Director	The Liposome Company, Inc. Princeton, NJ	10/93 – 9/94
Business Unit Manager, Oncology	Lederle Canada Markham, ON	5/93 – 10/93
International Product Manager, Oncology Products	Lederle, International Wayne, NJ	5/92 – 5/93
Product Manager	Lederle Canada Markham, ON	8/90 – 5/92
Oncology Specialist Representative	Lederle Canada	4/89 – 8/90
Sales Representative	Lederle Canada	9/87 – 4/89

Kineticix, Inc., Branchville, NJ

President 9/2003 – Present

Kineticix is a unique entity combining both exceptional medical writing with marketing and strategic planning expertise for companies with an existing or developing commercial presence in oncology and/or hematology. Kineticix provides services ranging from experienced medical writing and marketing through high-level executive consulting.

Hemosol Inc. Toronto, ON, Canada and Parsippany, NJ

Vice President, Marketing 12/1999 – 9/2003

As an Officer of the Company and member of the Executive Management Team, this position was directly involved in the strategic direction and general management of the company. Primary responsibilities included overseeing all aspects of marketing and communications, maintaining consistency in terms of corporate messaging and product positioning, and driving the commercial development plans for Hemolink™, the company's lead oxygen therapeutic product.

This position managed a department of 22, including: Director Investor Relations, Director Public Relations, Director of Global Product Management, Director Scientific Field Operations, Associate Director Business Development, 2 Product Managers, Manager Continuing Medical Education, Manager Clinical and Scientific Information, Manager Market Research, and a field force of Medical Science Liaisons.

Due to a change in the company's commercialization plans, this position transitioned to a consultancy role for 2004 through 2006, at which point Hemosol ceased as a viable entity.

GENEXC Biomedical Marketing, Inc., Boonton, NJ

Vice President, President 9/1994 – 12/1999

As one of two principals in a company which included a number of free-lance consultants, this position managed the business operations and directly devised and executed client projects. The GENEXC contract marketing organization provided marketing, strategic planning, and business development capabilities to pharmaceutical and biotech companies with commercial opportunities in oncology. In addition, GENEXC provided strategic, tactical, and medical communications and writing services to multiple pharmaceutical agencies and vendors working within the oncology and hematology fields.

- Pharma and biotech clients included multinational companies such as Immunex, Pfizer, Amgen, Warner Lambert, Pharmacia-Upjohn, and Novartis; as well as start-up companies such as Beacon Laboratories, ViroScience, and Procyon.
- Promotional agency clients included Uddo & Associates, Cline Davis & Mann, Horizon Communications and BioGenesis Communications.
- Products and projects involved oncology products of various sizes and stages of development such as Carboplatin®, Camptosar®, Femara®, Rituxan®, Taxol®, Taxotere®, Xeloda®, Gliadel®; reached across a variety of tumor types; and included potential new products in development and portfolio planning.

The Liposome Company, Inc., Princeton, NJ

Marketing Director 9/1993 – 9/1994

Reporting to the VP International Operations, this position oversaw all marketing activities outside the US and worked on US market development. Operational responsibilities included the direction of six market managers, pre-launch preparations, selection and management of intercompany alliances, management and coordination of international pre-launch initiatives, and establishing international consistency for product positioning and messaging.

Products included Abelcet™ liposomal amphotericin B, Lipodox™ liposomal doxorubicin, C-53 liposomal prostaglandin, and various anticancer and infectious disease early projects.

Lederle Canada, Markham, Ontario

Business Unit Manager, Oncology 5/1993 – 9/1993

Management responsibility for marketing and pre-launch activity for all Lederle Oncology and Immunex products in Canada, overseeing two Product Management and five sales positions. The position reported along with General Practice Products and the anti-infectives teams to the General Manager, Institutional Products.

- Initiation of the first launch of Photofrin®, a biological establishing a new cancer treatment modality
- Management of oncology marketing and sales group operating budgets and promotional budgets for all oncology products
- Market development activities for Immunex products in Canada

Lederle International, Division of American Cyanamid, Wayne, NJ

International Product Manager, Oncology Products 5/1992 – 5/1993

Responsibilities included the development of global core marketing and promotional strategies and the review of annual business plans from all Lederle international markets for Novantrone® mitoxantrone and Nipent® pentostatin. Additional responsibilities focused on business development opportunities specializing in traditional cytotoxics and biologicals.

- International launch of Nipent
- Established the international strategic framework and long term promotional direction for all Lederle oncology products including strategic direction and focus for clinical trials and portfolio planning programs
- Active participation in the evaluation and review of a number of potential oncology product acquisitions, including the Immunex merger – creation of market dynamics, sales forecasts, and financial evaluations
- Lead an interdepartmental task force, which included manufacturing and research groups, to plan product formulation and indication expansion program for the oncology products line
- Initiation and management of international symposia and key internal corporate strategy meetings.

Lederle Canada, Markham, Ontario

Product Manager, Oncology 8/1990 – 5/1992

This position had product management responsibility for the oncology products Novantrone®, Thiotepa®, Methotrexate®, and Zofran®.

- Annual business plan development, A&P budget administration, and product promotions
- Implemented a redirection and emphasis change in the Canadian Novantrone positioning and promotion, improving performance from 88% to budget with flat growth in 1990 to 105% to budget with 28% growth in 1992
- Managed the Lederle launch and co-promotion of Glaxo's antiemetic Zofran
- Promotion and title change from Associate Product Manager to Product Manager

Oncology Specialist Representative 4/1989 – 8/1990

- Sales activity in a pivotal teaching hospital territory with presentations in the areas of leukemia, lymphoma, breast cancer, and colorectal cancer

Products: Novantrone®, Leucovorin®, Thi-Tepa®, Methotrexate®

Final Sales Results: 105% of sales goal

Sales Representative 9/1987 – 4/1989

- Promotion of pharmaceutical products to General Practitioners and Pharmacists including individual physician calls group selling programs, and pharmacy deals

Products: Pipracel®, Minocin®, Cyclocort®, Loxapac®, Materna®, Centrum®, Caltrate®, Stresstabs®

Final Sales Result: 112% of Sales Goal

Education

York University

MBA, 1992

University of Guelph

MS, 1988

BS Honors, 1986

Diploma of Agriculture, 2004

Memberships & Associations

American Medical Writers Association (AMWA)

International Society for Medical Publications Professionals (ISMPP)

International Publications Planning Association (TIPPA)

American College of Sports Medicine (ACSM)

Citizenship:

USA

Landed Immigrant Status in Canada

References:

Available upon request