

CHIESI USA: FIVE-MONTH COMMERCIAL STRATEGY & BRAND-PLANNING PORTFOLIO

Cardene hospital products | BETHKIS & PERTZYE cystic-fibrosis brands | Strategy & Corporate Development

Jonathan's 2014 assignment expanded from Cardene hospital-products work into direct support for the Director of Marketing across BETHKIS and PERTZYE brand planning. Over five months, he completed 18+ projects and workstreams that turned market, customer, access, and operational evidence into decisions across three brands.

18+

PROJECTS & WORKSTREAMS

115

HOSPITAL RESPONSES IN <30 DAYS

20

SHIPMENT SITES MAPPED TO CF CLINICS

SELECTED PUBLIC-SAFE WORKSTREAMS

CARDENE MARKETING & EVIDENCE

- 01 Rapid hospital-based primary market research
- 02 RTU-versus-admixture value narrative
- 03 Drug-shortage and supply-chain implications
- 04 Stability and product-handling differentiation
- 05 Literature review and external-expert outreach
- 06 Compliant education and promotional-review programs

CF BRAND PLANNING & ANALYTICS

- 07 Cystic-fibrosis patient journey
- 08 BETHKIS and PERTZYE SWOT / brand-plan inputs
- 09 Medicare coverage visualizations
- 10 20 shipment sites mapped to CF clinics and segmentation corrected
- 11 Territory, performance, and detail-to-TRx analytics
- 12 Generic tobramycin pricing and competitive impact

PORTFOLIO, LIFECYCLE & BUSINESS DEVELOPMENT

- 13 Cardene formulation / lifecycle hypothesis
- 14 Four opportunity and business-case assessments
- 15 Coding, reimbursement, and site-of-care research

DIGITAL, CUSTOMER INSIGHT & EXECUTION

- 16 Qualitative research and sales best-practice synthesis
- 17 Website, web-analytics, and business-listing improvements
- 18 Early digital patient-support concept

WHAT THE WORK DEMONSTRATES

EVIDENCE TO DECISION

Synthesizes scientific, market, customer, and reimbursement evidence into commercially actionable recommendations.

END-TO-END EXECUTION

Carries the decision thread from question framing through research, analytics, vendors, review, and implementation.

ANALYTIC JUDGMENT

Detects mapping errors, risk drivers, and overlooked opportunities that materially change how teams interpret the market.

Public-safe summary based on contemporaneous project records; confidential details and internal data have been omitted.

ADDITIONAL DOCUMENTED CHIESI PROJECTS & DELIVERABLES

Expanded examples within the 18+ core projects and workstreams summarized on page 1

The contemporaneous project records preserve considerably more detail than can fit in a short summary. The examples below are specific assignments, analyses, and deliverables completed within the broader workstreams on page 1; they are not added again to the headline project count.

CARDENE MARKETING & EVIDENCE • Integrated pharmacy and RTU-versus-admixture print-piece development • Cost-analysis, drug-wastage, and time-and-motion content • Drug-shortage and supply-chain print-piece research • Stability, sterility, concentration, and product-handling differentiation • CLUE study reprint approval and promotional-review presentation • Physician education, case-study, myths/truths, and sales-resource concepts • Cardene SWOT, business-plan analysis, and customer-discussion follow-up	CF BRAND PLANNING & ANALYTICS • Separate BETHKIS and PERTZYE competitive SWOT and brand-plan inputs • Cystic-fibrosis patient journey, patient-guide, and care-pathway content • Medicare coverage infographics for BETHKIS and PERTZYE • Detail-to-TRx, sales-territory, and performance-driver analyses • Multichannel messaging and NPP volume-agreement effectiveness review • Generic tobramycin price erosion and new-entrant impact analysis • 20 shipment sites mapped to CF clinics, correcting market segmentation • Qualitative research, scientific literature, and web-analytics synthesis
LIFECYCLE, BUSINESS DEVELOPMENT & ACCESS • Cardene 2X, 3X, 3.5X, and 4X formulation and line-extension scenarios • Ready-to-use prefilled-syringe and IV-bolus concept assessment • Four opportunity and business-case assessments • OB/GYN practice staffing and office-injection reimbursement research • Urea-cycle-disorder treatment-center mapping • Disease, diagnosis, and treatment outlook across hospital and specialty markets • CPT/HCPCS coding, reimbursement, and site-of-care research	DIGITAL, CUSTOMER INSIGHT & EXECUTION • Corporate website audit and search/analytics recommendations • Chiesi USA Google business-profile correction after the company-name change • BETHKIS and PERTZYE Google Analytics trend review • Sales-leadership and top-performer interviews to identify best practices • Sales resource-guide and marketing-leadership dashboard concepts • Early digital patient-support concept for cystic-fibrosis brands • Approximately 10 compliant promotional-review and education initiatives

Public-safe summary based on contemporaneous project records; confidential details and internal data have been omitted.