

Ronald D. Marrocco

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Experience and Qualifications

STRATEGY FORMULATION

- Improving Access to Essential Medicines
- Obstacles to trade for novel supply chain management system
- Bridging the industry/government gap in essential medicines
- Pharmacoeconomic Analysis of HIV/AIDS vaccine
- Developed launch strategy for a broad range of medical innovations
- Developed reimbursement and compensation strategies for provider organizations
- Addressed obstacles in pricing and financing in order to achieve profitability objectives
- Crafted promotional strategies for both innovative and commodity medical technologies
- Industrial Policy: Implications for the Pharmaceutical Industry
- Defined programs to address marketing/distribution challenges for med-tech firms
- Developed business plan for med-tech communications firm
- Identified/prioritized market opportunities using analytic forecasting methods

IMPLEMENTATION OF MARKETING ACTIVITIES

- Developed economic model enabling corporate clients to justify adoption of new technology
- Developed marketing programs to augment worldwide merchandising efforts
- Streamlined product development process to accelerate commercialization timeline
- Conducted market research and focus groups to direct product development teams
- Managed P&L for multiple product lines and business units up to \$300M
- Managed comprehensive marketing department budgets
- Training young marketing team on positioning, opportunity analysis and business development

GLOBAL BUSINESS

- Healthcare system reform in low/middle-income countries
- The Politics of Pharmaceutical Procurement
- International Trade Policy – Impact on Access to Essential Medicines
- Using the Media as a Vehicle to Affect Healthcare Policy in Developing Nations
- Built international distribution networks with representation on five continents.
- Initiated evaluation of medical technology in world markets
- Led development of international business plans for med-tech ventures
- Negotiated performance objectives for international distribution contracts
- Developed educational programs engaging clinicians in > 20 countries
- Orchestrated global physicians peer-to-peer training seminars
- Advanced the adoption of advanced medical technologies around the world

BUSINESS DEVELOPMENT

- Developed opportunity assessments for a broad range of medical technologies leading to internal funding and business expansion
- Business Plan: Pharmaceutical Procurement & Supply Chain Management System
- Identified acquisition and licensing targets to expand medical device business unit franchises
- Engaged and attracted key clients including *Boston Scientific, Medtronic, Johnson & Johnson, ACMI, Abbott Vascular, Siemens Medical Solutions* and *Guidant*
- Directed engineering and development teams from new product prototyping to commercialization

INTERPERSONAL COMMUNICATIONS

- Developed and delivered high-level presentations to healthcare administrators to justify economics of various medical innovations
- Built relationships with clients through the creation of results-oriented marketing programs
- Developed comprehensive business proposals for medical technology executives
- Led marketing/R&D teams through product development and launch

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Organizational Experience

CONSULTING

- *MEDTRONIC, SIEMENS, J&J, BSC* Boston, MA
- *LEHMANMILLET*
VP, Med-Tech Practice, Boston, MA
- *NEUROMETRIX, INC.*
VP, Marketing, Cambridge, MA
- *ABIOMED, INC*
Dir Int'l Marketing & Sales, Danvers, MA
- *BOSTON SCIENTIFIC CORP.*
Director of Marketing, Natick, MA
- *CARDIOVASCULAR IMAGING*
Dir. Int'l Marketing & Sales, Sunnyvale, CA
- *C.R. BARD, INC.*
Marketing Manager, Billerica, MA
- *CORDIS CORPORATION*
Product Manager & Sales Rep., Miami, FL

Education

2005

Harvard University
Kennedy School of Government
Cambridge, MA
MPA

1994

Columbia University
Medical Marketing Management Certificate

1983-1989

Babson College
Wellesley Hills, MA
MBA Program

1980

College of the Holy Cross
Worcester, MA
BA Chemistry, Pre-Med

Other

Publications:

Making the case for entering a developing healthcare market, *Journal of Medical Marketing, Device, Diagnostic and Pharmaceutical Marketing*, April 2005, Vol. 5, No. 2

Driving Adoption of Medical Device Innovation in Europe, *Medical Executive (MX)*, July/August 2004

Medical Technology in Developing Markets, *Medical Device Executive (MX)*, September/October 2004

Proficient in German

Strong presentation development and delivery skills