

Brad Hayden, Ph. D.

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Pharmaceutical Experience

Pharmaceutical Consultant *2001 to present*

Provide strategic support for pharmaceutical companies to develop and market products

- Create and apply Business/Marketing Plans, Product Development Plans, Clinical Development Plans, and Product Debriefs
- Provide facilitation, workshops and training in Managed Scientific Writing processes
- Prepare for Advisory Committees and Investigator meetings
- Provide physician speaker bureau training
- Critique NDA summary documentation & presentations, including IBs, INDs, CSRs, et cetera
- Develop strategies for scientific publications, briefing documents, safety reports et cetera

Customers include physicians (internal and external), development scientists, and marketing professionals at Adolor, Berlex, BMS, DSM Nutritional Products, ECG Healthcare, Gilead, Pfizer Animal Care, PR 21, Roche, Sepracor, Cell Genesys, and The Medicines Company.

Expertise in various therapeutic areas and products:

- Transplantation: CellCept, Xenapax
- Infectious Diseases: Valganciclovir, Entecavir, Pegasys, Tamiflu
- Oncology/Arthritic Disease: Bondronat, Mabthera/Rituxan, Bonefos
- Metabolic Disorders: Xenical
- Respiratory: Xopenex
- CV: Angiomax, Cleavelox, Cangrelor, Bostentan, Posicor, Ranexa, Regadenoson
- Dermatology: Accutane, Alitretinoin
- G.I.: Entereg
- Nutrition: Astaxanthin

Many other development products (Phases I-III).

University of California, Santa Cruz (Extension) *2001 to 2005*

Ad Hoc Faculty Member of Department of Applied & Natural Sciences

Course development and instruction for the Biotechnology and Clinical Development Certification Program.

Students were mainly MD's & PhD's, chemists, biologists, and other scientists involved with Clinical Trial Development curriculum.

Roche Global Pharma and Business Development *1996 to 2001*

Right First Time

Basel, Switzerland (F. Hoffmann-LaRoche Pharmaceuticals)

Palo Alto, California (Roche Palo Alto/Syntex USA)

Comprehensive strategic documentation & communication support for international drug development teams bring drugs to global markets.

- Ensure that clinical development supported key marketing messages.
- Identify and track issues across functions—technical, preclinical, clinical and strategic marketing—to facilitate strategic decision making and risk management

- Apply thorough understanding of drug development guidelines for international regulatory agencies
- Develop new tools and processes to speed applications for approval
- Prepare drug development teams for strategic interactions within and without the company
- Prepare speakers for high-level conferences and physician speaker bureaus
- Ensure effective communication between development teams and corporate decision makers
- Facilitate productive interactions with development partners

The Upjohn Company *1980 to 1996*
Corporate Learning Center
Kalamazoo, MI
Strategic communications consultant and trainer

Other Experience

Western Michigan University *1980 to 1996*
Kalamazoo, MI

Tenured professor of science writing and journalism. Authored books and articles on effective communication for professionals. Delivered lectures and presentations throughout North America and Europe.

Executive Editor, *The Michigan Academician* (Journal of the Academy of Science, Arts & Letters, **The University of Michigan, Ann Arbor**)

Chair of Canadian Studies (Developed business-oriented and scientific curriculum, organized a conference on North American Free Trade, successfully wrote a number of grants)

Education

Ph. D., English
University of New Mexico,

M. A., English
University of Utah,

B. A., magna cum laude, English,
University of Utah,

References

On request