

Paul Casey, MSc, MBA

268 East 21st Avenue, Vancouver, BC V5V 1R1
Mobile: 604-868-5414 • E-mail: paulcasey@shaw.ca

PROFILE

A **Senior Sales, Marketing and Business Development professional** with over 12 years experience in the medical industry. Strong leader who consistently identifies innovative and mutually beneficial agreements leading to substantial business growth. Scientific and business education coupled with domestic and international business experience in medical diagnostics and animal pharmaceuticals industries. Proven track record of penetrating and developing new markets. Excellent communicator capable of seamlessly interacting with a wide variety of internal and external stakeholders to reach growth objectives.

RELEVANT ACCOMPLISHMENTS

- Negotiated contract and managed development program for partner-funded project that resulted in a diagnostic product reaching US market in 18 months, ahead of schedule and 10% under the \$1.35M budget.
 - By identifying and controlling critical path activities, have successfully managed projects and partnerships bringing two medical diagnostic tests and one device to markets in USA, Canada and EU.
 - Reduced operational inefficiencies and overhead by implementing processes for customer relationship management and sales forecasting that tied into operations, manufacturing and financial planning.
 - Developed process for project management and product commercialization in matrix organization yielding a cost model that helped secure new development contracts that are profitable and can be recognized as revenue.
-

PROFESSIONAL EXPERIENCE

RESPONSE BIOMEDICAL CORPORATION, Vancouver, BC May 2006 – Oct 2010
Publicly traded manufacturer and developer of rapid diagnostic medical tests for heart disease, infectious disease and non-clinical test for the identification of biological weapons and West Nile virus. Company has greater than 100 employees and almost doubled sales from 2008 to 2009.

Senior Director, Commercial Operations (2009 – Oct 2010)

Reporting to COO, responsible for contracts, communications, project management and strategic direction of partnerships with Roche Diagnostics, 3M Medical Diagnostics, Shionogi (Japan), Wondfo (China) and several other partners. Also responsible for global sales and marketing of non-clinical business segment.

- Successfully negotiated non-US territory rights back from Roche and 3M that had been granted under global exclusive agreements for cardiac and infectious disease applications.
- Renewed partnership agreement and negotiated a joint product development program with 3M.
- Achieved objective of maintaining sales levels for non-clinical products while reducing sales expenses related to business segments.

Director Strategic Alliances (2007 - 2009)

Reporting to COO, responsible for all aspects of commercial partnerships, including project management, contracts, communications and development of new process to support partner-centric business strategy.

- Negotiated multiple contracts with partners and successfully oversaw programs that yielded market clearance for 3 diagnostic tests and one device in the US (FDA), Canada (Health Canada) and EU (CE Mark).
- Launched Flu A+B tests and new reader with 3M in US market that accounted for 23% of Response's 2008 sales and 89% of sales growth from 2007 to 2008.

Sales Manager (2006 - 2007)

Reporting to VP of Business Development, managed sales and marketing for Biodefense, West Nile virus (WNV) and Canadian cardiac products.

- Negotiated new payment terms and order process that resulted in year over year sales increase in WNV sales by 12% while reducing the number of transactions by 68%.
- Increased biodefense sales from 2006 to 2007 by 20%.

PERCEPTRONIX MEDICAL, Vancouver, BC

2005 - 2006

Start-up company developing devices and software for early cancer detection

Marketing Manager

Researched and developed marketing plan for initial launch strategy and key company value proposition. Provided two lasting commercialization contributions:

- Marketing strategy that changed focus from device sales to service business.
- Brand management strategy that was company-centric rather than multiple product-focused.

HEINE MEDICAL INSTRUMENTS CANADA, Vancouver, BC

2004 - 2005

Privately held German manufacturer of optical diagnostic equipment with over 500 employees and sales throughout the world

Western District Manager

Responsible for all sales across Western Canada through 6 distributors with 12 offices and over 70 sales representatives selling in: anaesthesiology, ophthalmology, optometry, veterinary, dentistry and general medicine.

- Activated two national dealers to add sales to dental market. Obtained initial sales and proved validity of market.
- Broke competitor's exclusivity and successfully sold into medical student market with a 300% increase in sales.
- Added distributor to sell into previously untapped veterinary market.

SYNDEL INTERNATIONAL, Vancouver, BC

1998 - 2004

Privately held aquaculture supply company with sales and distribution in all major countries practicing aquaculture

Sales and Marketing Manager

Responsible for sales and marketing for entire product line. Handled direct sales in Canada and managed distributors in Chile, Ireland, US and parts of Asia.

- Designed and implemented a sales and marketing plan that ended price war and resulted in vaccine selling at 20-30% over competitors.
- Launched new product category that grew to account for 10% of sales in fewer than two years.

EDUCATION

MBA, Simon Fraser University, Vancouver, BC

2003

MSc, Biology - University of New Brunswick, NB

1999

BSc, Biology - Concordia University, Montreal, QC

1994

Languages: Fluent in French and English