

Eric Daniel Benson

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An insightful and dedicated leader with 15 years of experience driving product planning, developing commercial strategies and providing therapeutic insights. Graduated from top ranked universities with an Undergraduate degree in Biomedical Engineering and a Master of Business Administration with concentrations in finance, economics and entrepreneurship. Excellent evaluation and market research skills, effective at branding and collaboration, and an experienced networker and presenter looking for a standout organization to continue healthcare success.

PROFESSIONAL EXPERIENCE

ASTELLAS PHARMA US, INC., Northbrook, Illinois

New Product Analysis – Forecasting, Strategy & Market Intelligence

2012-2013

Directed primary and secondary market research studies to develop therapeutic insights, market structures, and new product sales forecasts and product plans for Business Development, R&D and Marketing teams.

- Generated sales forecasts and product plans for pipeline and LCM opportunities in Infectious Disease, Immunology, Urology, CV and Pain to determine risk adjusted profitability and make strategic go/no-go decisions.
- Conducted market intelligence using Decision Resources publications and AMR, IMS and SHA databases to gain further insight into market landscapes and discover unmet therapeutic needs.
- Led qualitative and quantitative physician demand and market access studies to establish launch road maps, define deal terms, strengthen clinical development plans, or terminate project proposals.
- Developed questionnaires and target product profiles for primary market research by engaging Business Development, R&D, Medical Affairs, Health Systems and Marketing teams for feedback and buy-in.
- Participant on Hospital and Urology Regional Product Strategy Team, and global Infectious Disease Strategy Team.
- Coordinated pending global launch of isavuconazole IV/PO with Marketing, Commercial and Health Systems teams, and attained orphan drug designation for invasive aspergillosis and zygomycosis.

LUCIC PARTNERS, LLC, Chicago, Illinois

Healthcare Strategic Consulting – Business Development & Product Planning

2008-present

Privately held consulting business focused on new product planning, licensing and acquisitions, and financial operations.

AQUARIUS BIOTECHNOLOGIES, Chicago, Illinois

Directing the drug delivery device company's business development, financing and pipeline strategy efforts.

- Developing go-to-market strategy for the platform technology through market research and sales forecasting.
- Constructing company business plan and launch roadmap for securing start-up capital and JVPs.

OHMX CORPORATION, Evanston, Illinois

Directed the POC diagnostic company's marketing strategy, financing, corporate development, and fundraising.

- Developed actionable commercialization plans for product entry into the Oncology (PSA), Diabetes (A1c) and Cardiovascular (cTnI) space through market research, competitive analysis and financial forecasting.
- Implemented go-to-market strategy and conducted licensing due diligence based on comparable product analysis, market research reports, CPT code reimbursement and FDA databases.
- Negotiated and executed licensing agreements with two of the World's top 5 Healthcare Product companies.
- Used qualitative and quantitative market research to assess market demand, positioning and pricing.

MARATHON PHARMACEUTICALS, LLC, Deerfield, Illinois

Key driver in building a specialty pharmaceutical company through drug acquisition, commercialization, and regulatory licensing.

- Discovered and vetted new product commercial strategies complete with NPV and ROI analysis, by compiling data from secondary resources such as IMS, SHA, Mattson Jack (now Kantar), etc.
- Coordinated and administered business development efforts with Commercial Finance and Marketing departments, and cultivated third-party manufacturing and distribution relationships.
- Led the closing of the company's first multimillion-dollar three drug acquisition, and valued other pipeline buy-side opportunities.

DRESNER PARTNERS INVESTMENT BANK, Chicago, Illinois**Senior Analyst – M&A Healthcare Investment Banking****2006-2007**

Orchestrated the business-to-business sale of companies with revenues between \$25M and \$100M through strategic partnerships and acquisitions.

- Constructed actionable business plans for multi-million dollar companies through market research, competitive intelligence, commercial strategy, and return on investment.
- Worked with client officers, management and specialists in building bottom-up financial forecast models and sensitivity analysis for deal valuation, presenting them to prospective investors for consent and buy-in.
- Led the assembly and presentation of sales pitches to clients, resulting in \$5M in new business developments in the Healthcare, Aerospace, and Education industries.
- Mentored Analysts in forecast modeling and in driving the deal process.
- Lead contributor in the sale of two Healthcare companies for \$11M and \$30M, two Aerospace companies for \$54M and \$72M, and the closing of two Education buy-side deals for \$2M and \$6M.

MARKET INSIGHTS, INC., Chicago, Illinois**Project Manager – Strategic Consulting****2001-2005**

Administered strategic marketing projects from conception to final presentation, to strengthen client sales and enhance their marketing campaigns.

- Directed to completion and presented over 35 strategic consulting engagements, delivering our clients enhanced marketing campaigns, promotional tools and customer insight.
- Advanced Market Insights' sales and profits by increasing brand and service awareness through attending conferences, developing online outreach programs, and focusing on products with greater margins.
- Grew internal revenues from \$150K to \$1.3M in four years; a compounded annual growth rate of 72%.

INTEGRATED GENOMICS, INC., Chicago, IL**Business Development Manager****1999-2001**

Conducted sales calls and market research to determine customer needs and sell bioinformatics services.

- Enhanced sales by profiling, contacting and analyzing potential clients and competitors to determine current sequencing needs and capitalize on underserved niches.
- Established new products and services for the company by conducting industry research regarding the use of microbes, fungi and plants in the pharmaceutical, biotechnological, and agricultural industries.

ORGANIZATIONS

Northwestern University – MBP's Lecturing Administrator of Technology Commercialization **2013+**

iBIO and Propel Member **2010+**

Vanderbilt Alumni Association – Chicago Marketing & Events Chair **2009+**

Licensing Executives Society – Chicago Member **2008-2011**

Union League Club of Chicago – Membership Committee **2008-2010**

EDUCATION

Master of Business Administration, University of Chicago Booth School of Business, Chicago, IL
Finance, Economics and Entrepreneurship **2005**

Bachelor of Engineering, Vanderbilt University, Nashville, Tennessee
Biomedical Engineering **1999**