

**RUTGERS**  
Institute for Pharmaceutical  
Industry Fellowships

## 2022-2023 *Fellowship Program*



Science for a **better life**



# Table of Contents



<b>About Bayer</b> .....	3-6	US Marketing: Cardiovascular and Renal Franchise.....	18
<b>Leadership Team</b> .....	7	US Oncology Marketing.....	19
<b>Consumer Health Division</b> .....	8-12	Global Medical Affairs, Oncology.....	20
Consumer Health Program.....	8	Business Development & Licensing.....	21
Global Innovation & Product Development.....	9	Global Oncology Training and Commercial Excellence.....	22
Medical & Clinical Affairs.....	10	New Product Commercialization & Portfolio Strategy.....	23
Rx-to-OTC Switch Science.....	11	US Market Access.....	24
Pharmacovigilance Risk Management.....	12	Global HEOR/Market Access.....	25
<b>Pharmaceuticals Division</b> .....	13-27	US Translational Study Operations (TSO).....	26
Pharmaceutical Program.....	13	US Marketing: Specialty Franchise.....	27
Oncology Development Operations.....	14	<b>Directory of Fellows</b> .....	28-29
Global Regulatory Affairs.....	15	<b>Bayer Fellowship Alumni Currently Employed at Bayer</b> .....	30
Medical Affairs Communications.....	16	<b>Rutgers Pharmaceutical Industry Fellowship</b> .....	31-33
Medical Science Liaison, Oncology.....	17		



On August 1, 1863, dye salesman Friedrich Bayer and master dyer Johann Friedrich Wescott founded the general partnership "Friedr. Bayer et comp.," and the company grew to become a joint stock company in 1881.

### 1863-1881: The Early Years



Gerhard Domagk discovered the therapeutic effect of sulfonamides, with one active ingredient from this class of substances being launched in 1935 as Prontosil – a key breakthrough in the chemotherapy of infectious diseases for which Domagk received the Nobel Prize in 1939.

### 1925-1945: A Time of Inventions



Bayer acquired the North American self-medication business of Sterling Winthrop in 1994. In 1995, the U.S.-based Miles Inc. was renamed Bayer Corporation.

### 1988-2001: Transformation and Globalization



In 2010, Bayer celebrated fifty years of successful family planning with the pill: first given regulatory approval in 1960. Till this day Bayer is a global market leader in the field of hormonal contraception.

### 2010-2014: Pioneers in Women's Health

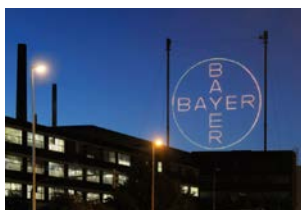
### 1881-1914: Becoming an International Company



Bayer develops into a chemical company with international operations. Research efforts gave rise to numerous intermediates, dyes and pharmaceuticals, including the "Drug of the Century," Aspirin®, which was developed by Felix Hoffmann and launched onto the market in 1899.

### 1974-1988: Expansion of Pharmaceutical Research

Successful products to emerge from Bayer's research laboratories in this period included the cardiovascular drug Adalat®, Bayer's first broad-spectrum antibiotic from the class of quinolones



Ciprobay® and the antifungal crop protection product Bayleton®.

### 2001-2010: Reorganization and Growth



Bayer completes the acquisition of the Roche consumer health business in January 2005, advancing to become one of the world's top suppliers of nonprescription medicines. In December 2005, the U.S. FDA approves Nexavar™ for the treatment of advanced renal cell carcinoma. In December of 2009, a Bayer team wins the German Future Prize for the development of the new anticoagulant (Xarelto™)\*.

### 2014 - present: Investing in the Future



Bayer strengthens its oncology business with the acquisition of Algeta in March

2014. In October of the same year, Bayer acquires the consumer care unit of U.S.-based Merck & Co. More recently in 2019, through the full acquisition of BlueRock Therapeutics, Bayer is committed to building a leading position in cell therapy.

# About Bayer

## Product Portfolio\*



### Pharmaceuticals

Betaferon™/ Betaseron™			
Ciprobay™/ Cipro™			

### Consumer Health


\* Not all of these products are marketed by Bayer in the U.S.



By working sustainably and accepting our role as a socially and ethically responsible corporate citizen – and by committing to our Bayer values – we create benefits for the communities in which we live.

**Science For A Better Life:** this is the promise we all give to our stakeholders.



Leadership means much more than retaining and extending our market positions. It applies to all our employees, not just managers.



Following the rules of law and regulations is a given to Bayer. Our integrity enhances the legitimacy of our operations and strengthens our reputation.



In today's everchanging business landscape, the ability to adapt to different situations is crucial for future success.



Efficiency implies our overall approach to make the best possible use of our resources, thus improving our overall performance.

# About Bayer

## The 4 Focus Behaviors



Our Purpose “Science for a Better Life” is all about WHY we exist as a company, while strategy is about WHAT we do. Focusing on culture answers HOW we are going to achieve this. The 4 Focus Behaviors are derived from the LIFE values and are the behaviors we want to reinforce:



**Customer Focus**  
*is what drives our business and ensures that we can deliver on our purpose “Science for a better life”.*

**Collaboration** *is the foundation of our new operating model.*

**Experimentation**  
*is a pre-requisite for innovation. Innovation ensures business success tomorrow.*

**Trust** *is the oil that fuels the organizational engine of transformative leadership, empowerment and high performance.*

# Leadership Team

## Program Directors



### Executive Sponsors



**Mark Rametta, DO, FACOI, FACP**  
*Medical Director in U.S. Medical Affairs-Neurology*



**Yasmin Islami, MBA**  
*VP & Head, New Product Commercialization and Portfolio Strategy*



**Todd Paporello, PharmD, MBA**  
*Vice President & Head Regulatory Affairs Americas Research & Development Site Head*



**Lutz Petersdorf, M.D., PhD**  
*VP, Global Medical Category Allergy & Cough/ Cold, Pain & Cardio and Region LATAM, Consumer Health*

### Pharmaceutical Program Directors

### Consumer Program Director



**Suzette Thomas PharmD, MS**  
*Director, Medical Affairs Communication, Women's Healthcare*



**Alyson Andrikanich, PharmD**  
*Director, Advertising & Promotion Regulatory Affairs Americas*



**Ty Van Slooten, MBA**  
*U.S. Head of Study Management, Clinical Sciences*



**Lars Buggert**  
*Senior Director Clinical Project Management Oncology*



**Jim Serpico, RPh, MBA**  
*Senior Director, Brand Portfolio Strategy & Patient Marketing, US Rare Disease Marketing*



**Azita Tajaddini, PhD**  
*Senior Associate Director, Global Medical Category Pain, Consumer Health*



### CONSUMER HEALTH

Bayer Consumer Health, with its U.S. headquarters in Whippany, New Jersey, is among the top consumer healthcare companies in the world. At Bayer's Consumer Health division, our vision is to make self-care for a better life a reality for billions of people around the world through everyday healthcare. Our strategy is aimed at further building our strong position in the market for OTC medicines, nutritional supplements and other self-care products in selected categories.







### 2 YEAR FELLOWSHIP

#### RECRUITING 1 FELLOW

- Formulation Development Rotation:
  - Design and implement pre-formulation, formulation process, and project timelines for new products using Quality by Design principles
  - Participate in consumer insight studies for new product ideation and product design sessions
  - Help design and refine prototypes with the consideration of product stability, regulatory and medical acceptability for innovative Bayer Consumer Health products
- Technology Transfer Rotation:
  - Perform experiments in the GMP pilot plant to test final formulation, develop a manufacturing process, and scale-up the product
  - Collaborate with cross-functional team members to optimize formulation for small scale, pilot scale, and commercial scale manufacturing
  - Manufacture experimental, registration, and validation batches for potential marketed products
- CMC Strategy and Documentation Rotation:
  - Author, review, and update chemistry, manufacturing, and controls (CMC) sections (Module 3) and quality overall summaries for new and registered products
  - Assess regulatory impact for proposed product changes variations and impact to manufacturing sites (including changes to processes, specifications, testing, packaging, and raw materials).
  - Collaborate with regulatory colleagues, manufacturing sites, I&D unit and product supply to align on CMC strategy and documentation for new and registered products
  - Respond to health authority CMC queries on new or registered products and provide technical justifications based on global and local regulations
  - Provide CMC gap analysis, risk assessments, and technical justifications based on global and local regulations



**Jerry Meisel**  
*VP, Global Product Development  
Preceptor*



**Magid Youssef, PharmD, BS  
Chemical Engineering**  
*Rutgers University Ernest Mario  
School of Pharmacy  
2nd Year Fellow*



**Karmen Wong, PharmD**  
*University of Hawaii  
1st Year Fellow*



### 2 YEAR FELLOWSHIP

#### RECRUITING 2 FELLOWS

- Interact with both Global and North American medical teams to propel the consumer health business through scientific insights and to support new product and claims innovation
- Develop new claims and indications for OTC drugs, nutritionals, medical devices, and/or cosmetic products to support Marketing
- Design study protocols and support clinical research activities using rigorous scientific methodologies and Good Clinical Practice (GCP)
- Maintain knowledge of scientific and clinical data to support currently marketed products and to challenge competitor products
- Collect, review, assess, and disseminate scientific and clinical information related to the company products or competitive products
- Review promotional materials with cross-functional team members to ensure medical, legal, regulatory and commercial objectives are met
- Provide support for the strategy, coordination, and implementation of advisory board meetings and FDA advisory committee meetings
- Interact and collaborate with key opinion leaders
- Attend scientific meetings to present data and to provide scientific support at medical booths
- Lead drafting and submission of scientific publications
- Develop and present scientific training material for sales, marketing and customer teams



**Lutz I. Petersdorf, M.D., PhD**

*Vice President & Head Global Medical Category Allergy & Cough/Cold, Pain & Cardio and Region LATAM  
Executive Sponsor Consumer Health*



**Azita Tajaddini, PhD**

*Sr. Associate Director in Global Medical Category Pain  
Program Director Consumer Health*



**Engy Mikhail, PharmD, RPh**

*Rutgers University Ernest Mario School of Pharmacy  
2nd Year Fellow*



**Fatima Sajjad, PharmD**

*Rutgers University Ernest Mario School of Pharmacy  
2nd Year Fellow*



**Lora Gawargi, PharmD**

*Rutgers University Ernest Mario School of Pharmacy  
1st Year Fellow*



### 2 YEAR FELLOWSHIP

#### RECRUITING 1 FELLOW

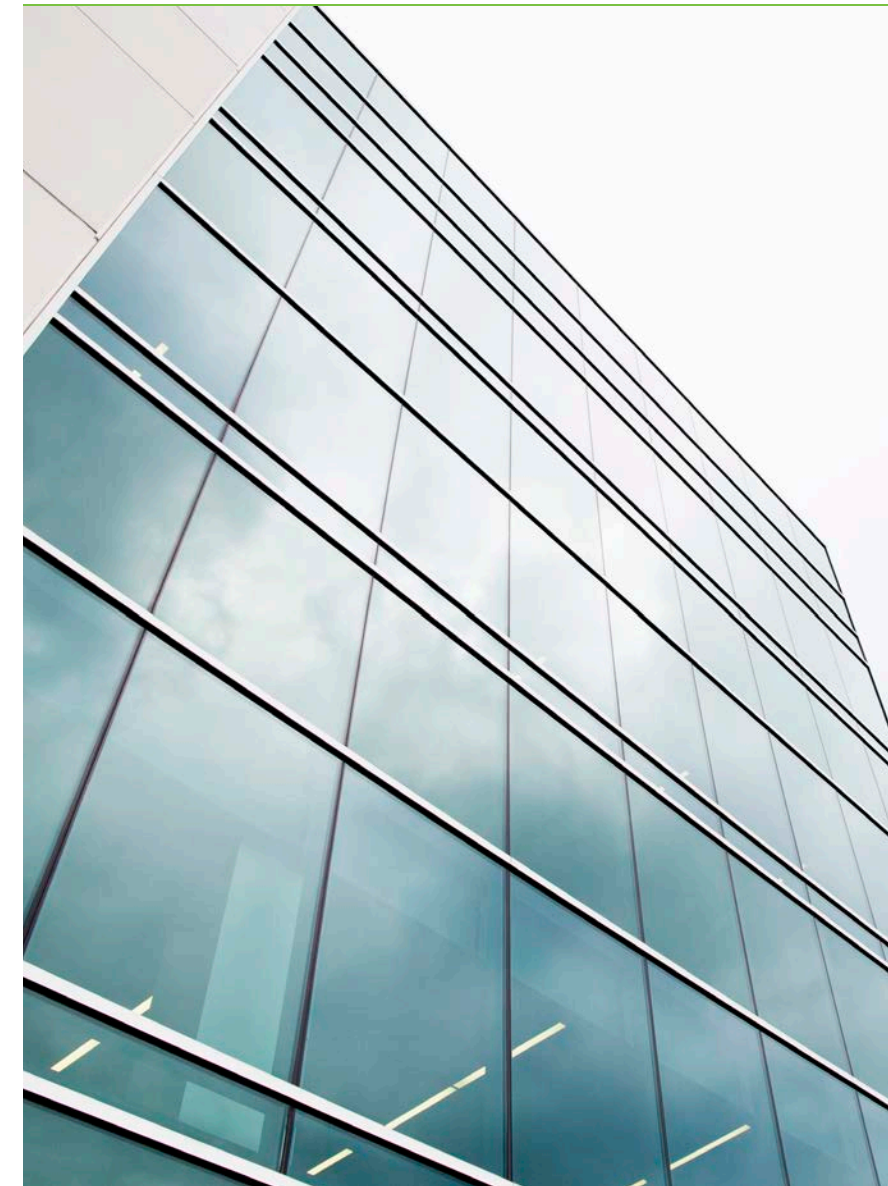
- Support all phases of a Switch project in the role of a Switch Team member through assisting with:
  - Development of Strategy for Switch programs
  - Assessment of new prescription molecules for Switch potential
  - Providing scientific/medical support for preliminary commercial assessments
  - Drafting regulatory dossiers
  - Contributing to Consumer Behavior research to support Switch programs
  - Technology-enablement and innovation applied to switch of molecules in need of special requirements beyond the traditional path to market, i.e. Drug Facts Labeling
- Key interfaces:
  - Bayer Pharmaceutical functions
  - Licensing partners
  - Global Functions and Resources Supporting Pharmaceutical and Consumer Health, e.g. Medical Affairs, Safety/Toxicology, Pharmacovigilance, Pharmacoepidemiology, Clinical Operations, R&D Information Center, Consumer Science, Development Centers of Excellence, Regulatory Affairs



**Maggie Gandhi, PharmD,  
MBA, RPh**  
*Associate Director, Rx to OTC Switch  
Science Preceptor*



**Sanjukta Basu, PharmD, RPh, MBA**  
*Fairleigh Dickinson University  
2nd Year Fellow*



# Bayer Consumer Health Division

## Pharmacovigilance Risk Management



### 2 YEAR FELLOWSHIP

*NOT RECRUITING*

- Work in a global safety environment applying skills and knowledge in a multi-national regulatory environment
- Collaborate with colleagues in medical affairs, clinical development, and regulatory affairs to conduct benefit risk assessments
- Align with commercial and medical project management teams to develop risk mitigation strategies in support of bringing new products to market
- Prepare safety assessments for new and existing products including medicinal, nutritional, cosmetic, and medical device products marketed worldwide.
- Contribute to the preparation of a variety of scientific and regulatory documents including Common Technical Documents, Periodic Benefit-Risk Evaluation Reports, Risk Management Plans, and labeling justification documents



**Maria Micheludis, MS, RPh**  
*Global Safety Leader  
Preceptor*



**Andrew Piracha, PharmD, RPh**  
*St. John's University  
2nd Year Fellow*





### PHARMACEUTICALS

The U.S. Bayer Pharmaceuticals business, headquartered in Whippany, New Jersey, focuses on researching, developing and marketing specialty-focused innovative medicines in the therapeutic areas of cardiology, oncology, gynecology, hematology, and ophthalmology. In this way, we are addressing the growing requirements of patients, physicians, healthcare payers and regulatory agencies. With our innovative products, we seek to achieve therapeutic benefit for patients, while at the same time satisfying the growing requirements of physicians and health insurers.



### 2 YEAR FELLOWSHIP

#### RECRUITING 1 FELLOW

- Manage all activities related to global and/or local clinical trials from the study concept to the Clinical Study Research report
- Participate in the Study Team, from requesting core study team members to study close-out contributions, with regard to its operational aspects
- Develop a comprehensive overview and operational plans for the study by developing and maintaining the Study Plan
- Contribute to risk management activities of Global Clinical Team and responsible for study oversight and risk mitigation activities as described in the Study Plan
- Support the strategic study feasibility and manage operational study feasibility conducted by country organization to determine study feasibility and final country selection
- Develop study timelines, milestones, outsourcing plan and proposed external study budget based on feasibility summary
- Work in close collaboration with the study team to develop core study documents and processes
- Create the total external study budget and provide monthly and yearly budget estimates



**Lars Buggert**  
*Senior Director Clinical Project Management  
Oncology Program Director*



**Zhaoping Yan**  
*Lead Study Manager  
Preceptor*



**Bree Jasminski**  
*Study Manager  
Preceptor*



**Gina Fu, PharmD, MBA**  
*Study Manager  
Preceptor*



**Miriam Fakhry, PharmD, RPh**  
*Rutgers University Ernest Mario  
School of Pharmacy  
2nd Year Fellow*



**Debbie Li, PharmD, RPh**  
*Washington State University  
2nd Year Fellow*

# Bayer Pharmaceuticals Division

## Global Regulatory Affairs - Strategy



### 2 YEAR FELLOWSHIP

#### RECRUITING 3 FELLOWS

- Lead and support interactions with global Health Authorities (e.g. FDA, EMA) through the preparation of regulatory dossiers including Investigational New Drug (IND) applications, New Drug Applications (NDAs), Biologics License Applications (BLAs), Clinical Trial Applications (CTAs), and Marketing Authorization Applications (MAAs)
- Work with Global Regulatory Team members to develop regulatory strategy and guide Global Project Teams
- Coordinate team activities to obtain written and oral Health Authority feedback on drug development
- Maintain marketed products including all labeling and promotional activities in compliance with regulatory requirements
- Therapeutic Areas of Opportunity: Global Regulatory Strategy (U.S. & International) in Cardiology, Nephrology & Thrombosis; Hematology; Oncology; Ophthalmology; Pulmonology & Anti-infectives; and Women's Health Care
- Fellow can also gain exposure to other areas of regulatory including: U.S. Advertising and Promotion, Global Labeling, Regulatory Intelligence & Analytics, Global CMC management (drugs & biologics), and Submission Planning and Management



**Todd Paporello, PharmD, MBA**  
*Vice President & Head  
Regulatory Affairs Americas  
Research & Development Site Head*



**Alyson Andrikanich, PharmD**  
*Director, Advertising & Promotion Regulatory  
Affairs Americas*



**Jessica Xiao, PharmD**  
*Rutgers University  
Ernest Mario School of Pharmacy  
2nd Year Fellow*



**Namosha Mohite, PharmD**  
*St. John's University  
1st Year Fellow*





### 2 YEAR FELLOWSHIP

#### RECRUITING 2 FELLOWS

- Collaborate with cross-functional team members to ensure advertising and promotional materials meet legal, medical, regulatory and commercial objectives
- Review advertising and promotional materials to ensure medical accuracy
- Provide balanced, written and verbal scientific responses to inquiries from healthcare professionals in a compliant manner
- Research medical literature and evaluate scientific data to develop evidence-based medical content for responses
- Conduct longitudinal research in medical communications to be presented at an industry-wide conference
- Provide medical information booth support at medical conferences
- Develop medical educational materials and present lectures to cross-functional colleagues
- Identify, document, and report adverse events and product complaints



**Mark Rametta, DO, FACP, FACP**  
*Medical Director in U.S. Medical Affairs Neurology*



**Wagdy Youssef, M.D, MBA**  
*Senior Director, Medical Affairs Communications*



**Larry McCullum, PharmD, RPh**  
*Director, Medical Affairs Communications, Oncology Precision Medicine Franchise/Oncology Pipeline Preceptor*



**Valentina Pampulevski, PharmD, RPh**  
*Director, Medical Communications and Digital Transformation Preceptor*



**Stephen Paine, MBA, RPh**  
*Director, Medical Affairs Communication, Hematology Preceptor*



**Saleem Noormohamed, PharmD, MBA**  
*Director, Medical Affairs Communications, Oncology Preceptor*



**Suzette Thomas, PharmD, MS**  
*Director, Medical Affairs Communication, Women's Healthcare Preceptor*



**Tara Pummer, PharmD**  
*Director, Medical Affairs Communication, CardioRenal Preceptor*



**Shadey Elgndy, PharmD**  
*University of Maryland, Eastern Shore 2nd Year Fellow*



**Mafaza Qaiser, PharmD, RPh**  
*Fairleigh Dickinson University 2nd Year Fellow*



**Rebecca Palma, PharmD**  
*University of Connecticut 1st Year Fellow*



**Tanvi Lodhia, PharmD**  
*Rutgers University Ernest Mario School of Pharmacy 1st Year Fellow*



# Bayer Pharmaceuticals Division

## Medical Science Liaison, Oncology



### 1 YEAR FELLOWSHIP

#### RECRUITING 1 FELLOW

- The Fellow will work with the U.S. Medical Affairs Oncology organization during their tenure in the Fellowship Program
- Build a strong foundational background in the oncology therapeutic area and learn how to effectively communicate advanced scientific data on clinical research, disease state awareness, pipeline assets, and therapeutic trends in a fair balanced manner
- Gain an understanding of the Medical Science Liaison (MSL) role including thought leader (TL) engagement planning, mapping, territory management and the art of developing and fostering relationships with critical stakeholders, TLs, Health Care Professionals (HCPs) and institutions
- Learn field medical trends and contribute actively to team projects of high impact to the MSL team
- Attend and actively participate in relevant scientific and professional meetings, including major medical meetings and Bayer Advisory Boards
- Participate in the review process and discussion strategy for Investigator Initiated Research (IIR) as well as Company Sponsored Studies (CSS)



**Cynthia Quince, PharmD**  
*National MSL Director – Oncology  
Program Director*



**Michael McGlynn, PharmD**  
*Director, Medical Affairs Oncology MSL  
Preceptor*



**John Henaen, PharmD, MBA, RPh**  
*Farleigh Dickinson University  
1st Year Fellow*



# Bayer Pharmaceuticals Division

## US Marketing: Cardiovascular and Renal Franchise



### 2 YEAR FELLOWSHIP

**RECRUITING 1 FELLOW**

**PHARMD/MBA PREFERRED**

- Contribute to the execution of Brand commercial activities in the U.S., across healthcare professional, patient and digital marketing channels
- Ensure cross-functional alignment in brand planning and tactical execution with key stakeholders, including Market Access, Medical Affairs, Sales Training and Sales
- Participate in all aspects of promotional campaigns and other initiatives for KERENDIA (finerenone)
- Compile primary and secondary competitive intelligence and provide data analyses/ reports to Brand and Senior Leadership
- Engage in market research activities, and report topline to Brand and Senior Leadership
- Assist in preparing business unit (BU) and Brand commercial assumptions and recommendations for co-promotion, co-development and other partnership opportunities



**Jim Serpico, PharmD, MBA, RPh**  
*Senior Director, Brand Portfolio Strategy & Patient Marketing, US Rare Disease Marketing, Program Director, Preceptor*



**Imtiaz Hussain**  
*Senior Director, Launch Management, Cardiovascular/Renal Preceptor*



**Lisa Mancor**  
*Director, Cardiorenal Patient Marketing Preceptor*



**Scott Beeman, PharmD, MBA, RPh**  
*Director, US Cardiorenal Marketing Preceptor*



**Ella Mokrushin, PharmD, MBA**  
*California Northstate University  
2nd Year Fellow*



**Bassel Fattal, PharmD, MBA**  
*Farleigh Dickinson University  
1st Year Fellow*

# Bayer Pharmaceuticals Division

## US Oncology Marketing



### 2 YEAR FELLOWSHIP

#### RECRUITING 2 FELLOWS

- Gain hands-on experience within the US Oncology Marketing department
- Support the development and implementation of marketing materials
- Manage healthcare provider and patient-focused marketing initiatives
- Coordinate with Marketing and External Agencies in execution and management of marketing tactics (e.g. ad boards, promotional review team submissions, etc.)
- Critically analyze data/publications and provide support to Marketing, Sales, and Sales Training
- Participate in the brand/launch planning process
- Collaborate with cross-functional partners, including Training, Market Access, and Sales colleagues in preparation for new product launch or expanded indications
- Engage in market research activities, competitive intelligence gathering, and overall project management
- Supporting review of marketing materials through the promotional review process with legal, medical, and regulatory colleagues



**Lisa Desiderato**  
VP of Marketing, US Oncology  
Program Director



**Hilary Muldoon**  
Senior Director, Oncology Portfolio Marketing  
Preceptor



**Simon Rosof**  
VP of Prostate Cancer Marketing  
Preceptor



**Saurabh Johri**  
VP Targeted Medicine Bayer Oncology  
Preceptor



**Raj Jain**  
Senior Director, Oncology Patient Marketing  
Preceptor



**Prince-Harry Mangondato, PharmD**  
Rutgers University  
Ernest Mario School of Pharmacy  
2nd Year Fellow



**Victoria Hoang, PharmD**  
Rutgers University Ernest Mario School of  
Pharmacy  
1st Year Fellow



**Benedicta Ojibah, PharmD**  
Purdue University  
1st Year Fellow



### 2 YEAR FELLOWSHIP

#### RECRUITING 1 FELLOW

- Develop a deep understanding of the importance and relevance of the Global Medical Affairs (GMA) department to the broader organization, and how all GMA functions work together to support an overall brand strategy
- Understand the local/regional medical affairs strategies, and how GMA support these strategies
- Gain a thorough understanding of the scope of Scientific Communications activities and how these tasks support the overall Medical Affairs and brand strategies
- Gain a comprehensive understanding of data generation and analysis, Good Publication Practices including prevailing industry standards in Medical Publications, Bayer's Publication Policy and Best Practices
- Obtain a direct experience in interpreting and appropriately responding to medical inquiries posed by health care professionals, and understand how analyses of these inquiries support other GMA strategies and tactics
- Clearly elucidate the role of the MSL Strategy team in the Global organization, and the implementation of the GMA strategies at the country level by field medical teams
- Understand the role of Patient Engagement & Partnerships in the GMA organization by supporting key patient engagement initiatives across various medical teams
- 12 months will be spent across Scientific Communications, Publications and Medical Inquiries. Another 12 months will be spent across MSL Strategy, Patient Engagement and Partnership, and Elective Rotation



**Yaswant Dayaram, PhD**  
*Executive Director & Head,  
Oncology Publications and Medical Inquiries  
Program Director*



**Justine Panicker, PharmD, RPh**  
*Northeastern University  
2nd Year Fellow*



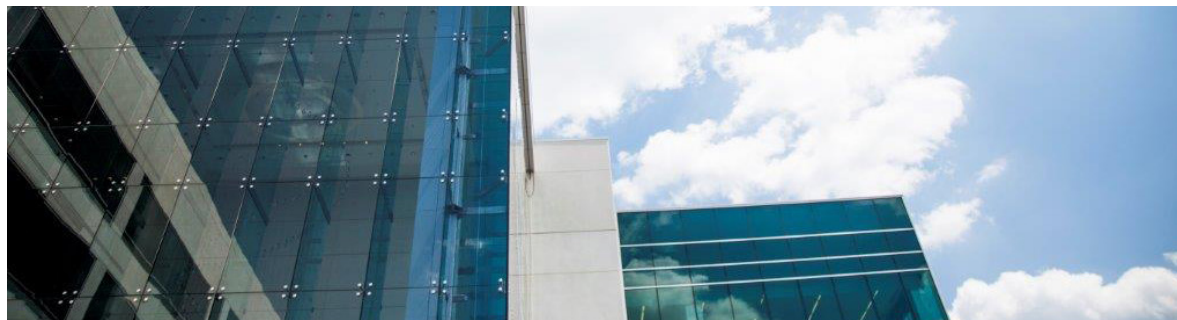
**Ravi Patel, PharmD**  
*University of Illinois at Chicago  
1st Year Fellow*



### 2 YEAR FELLOWSHIP

#### RECRUITING 2 FELLOWS

- Proactively identify BD&L opportunities to strengthen the U.S. portfolio by conducting in-depth landscape assessments
- Leverage Pharmacy Doctorate to interpret scientific and medical information to further assess attractiveness of target opportunities for in-licensing, acquisitions, and partnering deals across multiple Bayer therapeutic areas (e.g. oncology, nephrology, cardiology, women's health)
- Actively collaborate with global and cross-functional teams across the organization including New Product Commercialization, Medical Affairs, Regulatory Affairs, Intellectual Property, Marketing, Market Access
- Integrate market and commercial data to support evaluation of portfolio development opportunities
- Work and assist on all phases of BD&L deals, including business case ideation, financial evaluation, deal terms and contract negotiation
- Develop and maintain relationships and collaborations with current and potential external partners including partner alliance management activities and meetings with external parties to review and discuss new BD&L opportunities
- Present deal opportunity analysis and recommendations to senior Bayer executives



**Frederick Nelson, MBA**  
*Head, Business Development & Licensing - U.S. Region  
Preceptor*



**Katie Brinn, PharmD, RPh**  
*Medical University of South Carolina School  
of Pharmacy  
2nd Year Fellow*



**Ryan Delacruz, PharmD, RPh**  
*University of Washington School of  
Pharmacy  
2nd Year Fellow*

# Bayer Pharmaceuticals Division

## Global Oncology Training and Commercial Excellence



### 2 YEAR FELLOWSHIP

#### RECRUITING 1 FELLOW

Enhance your understanding of the Learning and Development (L&D) strategy and activities for the global commercial pharmaceutical organization:

- Collaborate with global cross-functional teams (e.g. marketing, medical affairs, market research, local country teams) to understand training needs and identify necessary training solutions for launch and marketed products in the Bayer Oncology portfolio
- Leverage clinical expertise in the development of training materials, including scientific modules and skill-based workshops, which enable sales consultants to engage HCPs and health organizations in identifying appropriate patients for Bayer products in the context of the treatment landscape
  - Evaluate key performance indicators (e.g. market research results) to develop focused training programs that enhance sales force effectiveness
  - Maintain commercial and medical alignment to support brand strategy and scientific accuracy
  - Identify relevant content from competitive landscape considerations and key insights from thought leaders
- Execute the delivery of training solutions through various communication channels and events, including webconferences and live training events
- Support the development of annual training plans and budget to support brand strategy and country execution needs

Noteworthy Professional Development:

- Improved stakeholder management
- Clear, effective, audience-agnostic communication skills
- Enhanced scientific acumen (in the oncology space, as well as the commercial operations of a pharmaceutical organization)
- Project and relationship management with agencies

Potential to complete a rotational assignment on an Oncology marketing or medical team



**Adrienne Magirl**  
*Director, Global Oncology Training & Commercial Excellence*  
*Preceptor*



**Audrey Khoury, PharmD, RPh**  
*Wayne State University*  
*2nd Year Fellow*

# Bayer Pharmaceuticals Division

## New Product Commercialization & Portfolio Strategy



### 2 YEAR FELLOWSHIP

#### RECRUITING 1 FELLOW

The New Product Commercialization and Portfolio Strategy (NPC&PS) team at Bayer is responsible for developing the early commercial strategy for pipeline assets. The NPC&PS team collaborates with multiple stakeholders across key functions to assess and align on pivotal inputs critical to building strategy. Our mission is to amplify “one US voice” to shape Bayer’s pipeline assets and portfolio strategy, ensuring value maximization and sustainability to reach mid- and long-term growth and profitability goals, aligned with the global team. The fellow will have the opportunity to be mentored by all members of the NPC&PS team who have a wide variety of experiences across different functional and therapeutic areas within the industry. Responsibilities of the fellow include the following:

- Assist the U.S. Pharma business in ensuring optimal commercial and marketing input is provided and pulled through the global development programs, across various prioritized therapeutic areas
- Develop business cases and forecasts for compounds throughout development in order to ensure commercial viability of future products
- Assist in the evaluation and development of the U.S. commercial position on business development and licensing opportunities
- Manage market research and competitive intelligence projects to assess pipeline compounds on TPPs (target product profiles), revenue forecasts, market differentiation, and commercialization opportunities and challenges
- Perform ad hoc analyses of market trends and insights to maximize commercial value of pipeline assets
- Prepare “indication backgrounders”, which integrate scientific, medical, marketing, and business aspects for therapeutic areas being pursued by pipeline compounds
- Organize cross-functional advisory boards, including developing material for and identifying/profiling thought leaders
- Collaborate with senior members of the U.S. Franchises, Market Access, and Medical Affairs functions to consolidate an aligned U.S. voice to Global Project Teams
- Support preparation of materials for, and actively participate in, cross-functional Commercial Development Teams, which are responsible for developing the U.S. input and position for pipeline projects



**Yasmin Islami, MBA**  
*VP & Head, New Product Commercialization & Portfolio Strategy  
Executive Sponsor*



**Suny Kim, PharmD**  
*Rutgers University  
Ernest Mario School of Pharmacy  
2nd Year Fellow*



### 2 YEAR FELLOWSHIP

#### RECRUITING 1 FELLOW

- Market Access fellows will join multiple projects/initiatives during their two-year tenure; these will be aligned with critical Market Access priorities and the goal of providing fellows with a range of experiences and exposure to senior leadership
- The role will partner with Market Access customer strategy, pricing and contracting, patient services, and pipeline planning leads to take ownership of high impact Market Access projects and priorities
- Specific Duties may include:
  - Serve as U.S. Market Access Brand Managers, supporting core therapeutic areas: Women's Healthcare, Oncology, Cardiovascular & Renal, and Specialty
  - Obtain additional experiences throughout the product life cycle (New Products, Product Launch, Established Products)
  - Collaborate with in-house and field-based market access colleagues, cross functional teams, customers, and market access agencies to drive forward business and serve market access customers by:
    - Managing strategic relationships and projects with agency
    - Develop promotional materials for Bayer products and training field-based account executives on appropriate use of pieces
    - Support marketing materials through the promotional review process with legal, medical, and regulatory colleagues
    - Support Market Access analysis of pipeline assets
    - Collaborate with contract strategy on renewal of DSA agreements
    - Work with patient services leadership to improve and optimize patient service offerings
    - Gain a deeper understanding of all Market Access customers: Health Plans/PBMs, Specialty Pharmacy, Trade, Integrated Delivery Networks, Group Purchasing Organization, Government



**Jonathan Haagen**  
*Senior Director of Market Access  
Strategy and Portfolio  
Preceptor*



**Jacob Engelmeier**  
*Associate Director of Market Access Strategy  
Fellow Mentor*





### 2 YEAR FELLOWSHIP

NOT RECRUITING

- Work in cross functional teams alongside in-country affiliates to develop target product profiles and market access assessments
- Contribute strategically to the design of specific oncology trials through development of the patient-reported outcomes evidence and endpoint strategy and documentation of value
- Learn the external perspective on unmet medical need, and shape Market Access strategies and tactics for Bayer compounds to achieve and maintain access/ reimbursement for key brands
  - Value identification, based on payer customer insights
  - Conceptualize data gaps, develop plans and execute studies to address these gaps
  - Value proposition documentation through clinical and economic studies
  - Value communication through the development of value dossiers, economic models, peer-reviewed publications, etc.
- Through interactions with patient experts participating on the clinical study teams, gain an understanding of the patient perspective on what is important in clinical trial design and endpoints
- Design, conduct, and support outcomes research studies and population unmet needs through database analysis and literature review
- Conduct economic analyses (i.e. budget impact and cost effectiveness)
- Prepare Global Value Dossiers and related communication tools for use by regional and country colleagues
- Develop materials to help train internal colleagues on how to use the HEOR deliverables (e.g. reimbursement tool kit and negotiation training)



**Brian Cuffel, PhD**  
VP Market Access, TA Head Oncology  
Preceptor



**Alex Upton**  
Global Health Economics and Outcomes Research  
(GHEOR) Director, Global Market Access  
Preceptor



**Mina Khalil, PharmD**  
Notre Dame of Maryland University  
1st Year Fellow

# Bayer Pharmaceuticals Division

## US Translational Study Operations (TSO)



### 2 YEAR FELLOWSHIP

NOT RECRUITING

- Understand the management and oversight of phase I and II clinical trials from study concept to clinical study report
- Assist with the early development of pharmaceutical solutions and devices for patient health in Bayer's pipeline
- Learn to manage all study related activities from approved study concept to the final clinical research report (CSR) and ensures that study execution is on track.
- Understand budgeting, payments, accruals, and forecasting
- Ensure all relevant IT-systems are updated with current and accurate information
- Train and oversee CROs/vendors: kickoff meetings, study start-up, conduct, and closeout
- Interact with all members of the global cross-functional clinical development team (regulatory affairs, statistics, data management, medical writing, drug supply, etc)
- Develop study documents including protocols/ amendments and informed consents in collaboration with other study team members
- Review patient data for safety and continuity
- Develop skills of team management and techniques for improving collaboration



**Ty Van Slooten, MBA**  
*US TSO Site Head,  
Program Director*



**Jean Allen, BSN, RN**  
*Senior Study Manager –  
Translational Studies Operations  
Preceptor*



**Branka Palic**  
*Senior Study Manager, Clinical  
Sciences  
Preceptor*



**Jennifer Burke**  
*Senior Study Manager  
Preceptor*



**Joseph Pagnotta, PharmD, RPh**  
*Study Manager  
Preceptor*



**Noemi Wood, PharmD, RPh, MS**  
*University of Cincinnati  
2nd Year Fellow*



### 2 YEAR FELLOWSHIP

*NOT RECRUITING*

- Contribute to the execution of Brand commercial activities in the U.S., across healthcare professional, patient and digital marketing channels
- Ensure cross-functional alignment in brand planning and tactical execution with key stakeholders, including Market Access, Medical Affairs, Sales Training and Sales
- Compile primary and secondary competitive intelligence and provide data analyses/ reports to Brand and Senior Leadership
- Engage in market research activities, and report topline to Brand and Senior Leadership
- Liaise between the field team and local patient advocacy chapters; pull through promotional materials to support the marketing strategy for patient and HCP events
- Collate data for key operational metrics that help identify key drivers of business; distribute monthly report to key stakeholders, Brand and Senior Leadership



**Bobby Wherry, MBA**  
*Director Hematology Portfolio Marketing  
Preceptor*



**Frank Maggiore, PharmD, MBA**  
*Fairleigh Dickinson University  
2nd Year Fellow*

# Directory of Fellows

## Rutgers Second-Year Fellows



**Sanjukta Basu, PharmD, RPh, MBA**  
Fairleigh Dickinson University



**Katie Brinn, PharmD, RPh**  
Medical University of South Carolina School of Pharmacy



**Ryan Delacruz, PharmD, RPh**  
University of Washington School of Pharmacy



**Shadey Elgndy, PharmD**  
University of Maryland, Eastern Shore



**Miriam Fakhry, PharmD, RPh**  
Rutgers University Ernest Mario School of Pharmacy



**Audrey Khoury, PharmD**  
Wayne State University



**Noemi Wood, PharmD, RPh, MS**  
University of Cincinnati



**Suny Kim, PharmD**  
Rutgers University Ernest Mario School of Pharmacy



**Debbie Li, PharmD, RPh**  
Washington State University



**Engy Mikhail, PharmD, RPh**  
Rutgers University Ernest Mario School of Pharmacy



**Frank Maggiore, PharmD, MBA**  
Fairleigh Dickinson University



**Prince-Harry Mangondato, PharmD**  
Rutgers University Ernest Mario School of Pharmacy



**Ella Mokrushin, PharmD, MBA**  
California Northstate University



**Andrew Piracha, PharmD, RPh**  
St. John's University



**Justine Panicker, PharmD, RPh**  
Northeastern University



**Mafaza Qaiser, PharmD, RPh**  
Fairleigh Dickinson University



**Fatima Sajjad, PharmD**  
Rutgers University Ernest Mario School of Pharmacy



**Jessica Xiao, PharmD**  
Rutgers University Ernest Mario School of Pharmacy



**Magid Youssef, PharmD, BS**  
Chemical Engineering  
Rutgers University Ernest Mario School of Pharmacy

# Directory of Fellows

## Rutgers First-Year Fellows



**Bassel Fattal, PharmD, MBA**  
*Farleigh Dickinson University*



**John Henaen, PharmD, MBA, RPh**  
*Farleigh Dickinson University*



**Mina Khalil, PharmD**  
*Notre Dame of Maryland University*



**Namosha Mohite, PharmD**  
*St. John's University*



**Rebecca Palma, PharmD**  
*University of Connecticut*



**Karmen Wong, PharmD**  
*University of Hawaii*



**Lora Gawargi, PharmD**  
*Rutgers University Ernest Mario School of Pharmacy*



**Victoria Hoang, PharmD**  
*Rutgers University Ernest Mario School of Pharmacy*



**Tanvi Lodhia, PharmD**  
*Rutgers University Ernest Mario School of Pharmacy*



**Benedicta Ojibah, PharmD**  
*Purdue University*



**Ravi Patel, PharmD**  
*University of Illinois at Chicago*

# Bayer Fellowship Alumni

## Employed at Bayer



### **Alyson Andrikanich, PharmD**

*Bayer Fellow, 2009-2011, Director, Advertising & Promotion Regulatory Affairs Americas*

### **Scott Beeman, PharmD, MBA**

*Bayer Fellow, 2012-2014, Director, US Cardiorenal Marketing*

### **Andrianna Guo, PharmD, MBA**

*Bayer Fellow, 2014-2016, Director, Marketing - Women's Healthcare*

### **Dan Kim, PharmD, MBA**

*Bayer Fellow, 2014-2016, Associate Director, Regulatory Affairs - Regulatory Strategy*

### **Maggie Gandhi, PharmD, RPh, MBA**

*Bayer Fellow 2016-2018, Associate Director, RX to OTC Switch Science*

### **Daina Nanchanatt, PharmD, RPh**

*Bayer Fellow 2016-2018, Associate Director, Scientific Communications*

### **Valentina Pampulevski, PharmD, RPh**

*Bayer Fellow 2016-2018, Director, Medical Communications and Digital Transformation*

### **Amy Zhou, PharmD**

*Bayer Fellow 2016-2018, Global Medical Information Specialist*

### **Quanhao Fu, PharmD**

*Bayer Fellow 2017-2019, Assistant Director, Global Regulatory Affairs, Oncology*

### **Gina Fu, PharmD, MBA**

*Bayer Fellow 2017-2019, Study Manager, Oncology*

### **Vincent Lee, PharmD, MBA**

*Bayer Fellow 2017-2019, Associate Director of Marketing – NUBEQA*

### **Kizito Kyeremateng, PharmD**

*Bayer Fellow 2017-2019, Senior Manager, Global Medical and Clinical Affairs, Allergy & Cough/Cold*

### **Sylvia Kang, PharmD**

*Bayer Fellow, 2017-2019, Associate Director, Market Access Pull Through*

### **Kaitlyn Orland, Pharm.D., RPh**

*Bayer Fellow 2017-2019, Senior Manager Regulatory Affairs, Established Products*

### **Bryanna Gray, PharmD**

*Bayer Fellow 2018-2020, Medical Science Liaison, Cardiorenal*

### **Joseph Pagnotta, PharmD, RPh**

*Bayer Fellow 2018-2020, Study Manager in TSO*

### **Jacob Engelmeier, PharmD**

*Bayer Fellow, 2018-2020, Associate Director Market Access Strategy – Cardiorenal*

### **Kristiyan Veltchev, PharmD**

*Bayer Fellow 2018-2020, Senior Manager US Medical Affairs Digestive Health*

### **Kevin Crona, PharmD**

*Bayer Fellow 2018-2020, Senior Manager Business Development and Licensing*

### **Brenda Ho, PharmD, RPh**

*Bayer Fellow 2018-2020, Associate Director, US Oncology Marketing*

### **Mark Neese, PharmD, RPh**

*Bayer Fellow 2018-2020, Senior Manager Business Development and Licensing*

### **Min Sung Choy, PharmD, RPh**

*Bayer Fellow 2018-2020, Assistant Director, Oncology Global Regulatory Affairs*

### **Sophia Abouhossein, PharmD, RPh**

*Bayer Fellow 2019-2020, US Medical Science Liaison, Oncology*

### **Alison Lieu, PharmD, RPh**

*Bayer Fellow 2018-2020, Regional Regulatory Manager, GRS Cardiology, Nephrology, & Thrombosis*

### **Liam Zhang, PharmD**

*Bayer Fellow 2019-2021, Staff Scientist, Formulation Development*

### **Sadia Haleem, PharmD**

*Bayer Fellow 2019-2021, Senior Manager, HCP Marketing US CV and Renal Franchise*

### **Kelsey Lee, PharmD, RPh**

*Bayer Fellow 2019-2021, Assistant Director, Global Oncology & Scientific Communications & Education*

### **Daniel Romaikin, PharmD, RPh**

*Bayer Fellow 2019-2021, Senior Manager, US Medical Affairs, Cardio*

### **Anu Verma, PharmD, RPh**

*Bayer Fellow 2019-2021, Senior Manager, US & Global Medical Affairs, Allergy, Cough/Cold*



## RPIF Program History

In 1984, at Rutgers, The State University of New Jersey, the Ernest Mario School of Pharmacy and two pharmaceutical companies began a collaborative pilot program to evaluate the potential contributions of clinically-trained pharmacists within a pharmaceutical industry practice setting. Following the successful pilot, the Rutgers Pharmaceutical Industry Fellowship (RPIF) Program grew significantly and expanded to include 21 companies within the pharmaceutical and biopharmaceutical industry and approximately 300 Fellows.

In 2002, Dr. Ernest Mario generously provided an endowment to establish the *Institute for Pharmaceutical Industry Fellowships* to enhance and promote the role of pharmacists in industry through the RPIF Program. The Institute staff members:

- *Provide leadership and administrative support;*
- *Promote quality, communication, and scholarly activity; and*
- *Arrange specialized fellowship training opportunities within the pharmaceutical and biopharmaceutical industry.*

In 2018, our Program expanded to offer interdisciplinary Fellows' training by adding select physician fellowship opportunities to our well-established program.

The RPIF Program has thrived under the leadership of the founder, Dr. Joseph A. Barone, Dean and Professor II of the Ernest Mario School of Pharmacy, Dr. Carolyn Seyss, the Director for the Institute for Pharmaceutical Industry Fellowships, and Dr. Michael Toscani, Director Emeritus.

More than 1,300 Post-Doctoral Fellows have completed the RPIF Program, most of whom are experiencing influential and rewarding careers in the pharmaceutical and biopharmaceutical industry throughout the US and abroad. The RPIF Program has Preceptors and Mentors from industry who share their knowledge and experiences with the Fellows through an intense but closely-guided training program. Assignments and projects are challenging, meaningful, and designed to enhance understanding of the pharmaceutical and biopharmaceutical industry and the Fellow's functional area(s). Our goal is to provide the environment for Fellows to build the foundations for their careers as future leaders in the industry.

## Professional Development Series

All Fellows gather once monthly as a group to participate in the Professional Development Day (PDD) series, an important component of their training that complements the hands-on experience provided at the partner companies. The PDDs are steered by a committee of Fellows and are designed to enhance the Fellows' leadership skills such as emotional intelligence, communication, critical decision making, and presentation skills. Fellows develop skill sets under the guidance of external trainers. PDDs also provide general knowledge about various aspects of drug development/commercialization and issues facing the pharmaceutical and biopharmaceutical industry, and promote connectivity and a sense of community among Fellows and alumni from different companies and disciplines.

The Fellows can learn from each other through individual and group presentations and debates on topics and issues related to the pharmaceutical and biopharmaceutical industry. The dynamic forum of PDD provides an opportunity for open discussion and debate among fellows, Rutgers faculty, and company Preceptors. In addition, outside experts provide training and professional development in a variety of areas (e.g., tools for corporate success; professional writing, presentations, meeting facilitation, negotiating, influencing, networking, and conflict resolution skills; giving and receiving feedback; and business and dining etiquette). Other PDD guest speakers include senior industry executives, patient advocacy groups, and successful RPIF Program alumni who share their insights and experiences. Importantly, PDDs provide an excellent opportunity for Fellows to interact with each other and develop lasting personal friendships and a strong professional network of Fellows, faculty, alumni, and other industry executives.

## Key Program Features

The Rutgers Pharmaceutical Industry Fellowship Program **FOSTERs** the growth and development of future pharmaceutical and biopharmaceutical industry professionals through the following key program features:

F	<b>Family of Leading Companies</b>	Partners include several of the top global pharmaceutical and biopharmaceutical companies.
O	<b>Outstanding Alumni Track Record</b>	Over 1,300 alumni hold prominent positions at many leading companies.
S	<b>Strong Network</b>	Fellows develop valuable, lasting connections with each other, alumni, preceptors and faculty.
T	<b>Trusted and Proven Since 1984</b>	The Rutgers Fellowship Program is nationally recognized, trusted, and proven as the pathway to industry for pharmacists as future leaders.
E	<b>Enhanced Career Development</b>	Breadth of experiences informs career path choices and increasingly challenging assignments build depth of experience, enhancing the potential for accelerated career paths.
R	<b>Rigorous Academic Component</b>	Rutgers affiliation provides academic and professional development opportunities.



Joseph A. Barone, PharmD, F.C.C.P.  
 Dean and Professor II  
 Ernest Mario School of Pharmacy



Carolyn Seyss, Pharm.D.  
 Fellowship Director and RPIF Alumna  
 Institute for Pharmaceutical Industry Fellowships  
 Ernest Mario School of Pharmacy



Michael Toscani, Pharm.D.  
 Research Professor, Fellowship Director Emeritus  
 Institute for Pharmaceutical Industry Fellowships  
 Ernest Mario School of Pharmacy

Rutgers, The State University of New Jersey, with over 71,000 students in its three campuses, is one of the major state university systems in the United States. The New Jersey College of Pharmacy was founded in 1892 and was incorporated into the University in 1927. The Ernest Mario School of Pharmacy is part of Rutgers Biomedical and Health Sciences, the only state school of pharmacy in New Jersey, with approximately 1,350 students in its Doctor of Pharmacy degree program.

The Rutgers Ernest Mario School of Pharmacy is located on the University's main science and technology campus in Piscataway, New Jersey. Because of its relationship with and, for most, close proximity to the nation's leading pharmaceutical and biopharmaceutical companies, the Ernest Mario School of Pharmacy and the RPIF Program are uniquely capable of providing fellows with advanced training in the pharmaceutical and biopharmaceutical industry.



## Application Process and Eligibility Requirements

Pharmacy Fellows for the Rutgers Pharmaceutical Industry Fellowship Program are selected on a nationally competitive basis. Candidates must have completed a Doctor of Pharmacy degree from an ACPE-accredited institution before July 1 of the fellowship term.

### How to Apply:

**Interviewing is conducted on a rolling basis.** Interested candidates may submit their application and supporting materials (letter of intent, curriculum vitae, and three letters of recommendation) during October 2021 by visiting our website at: [pharmafellows.rutgers.edu](http://pharmafellows.rutgers.edu)



All application materials must be submitted electronically to the RPIF Website.

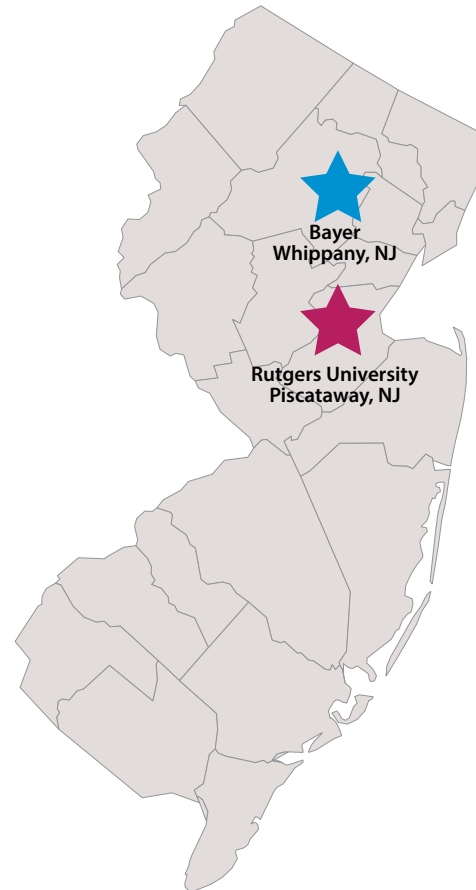
Required Items	Deadline*
Letter of Intent (LOI)	November 1st
Curriculum Vitae (CV)	November 1st
3 Letters of Recommendation (LORs)	December 5th

*\*Candidates are considered on a rolling basis. Submission of materials prior to deadline is strongly encouraged.*

Your Letter of Intent & Letters of Recommendation should be addressed to:



Joseph A. Barone, Pharm.D., F.C.C.P.  
Dean and Professor II  
Ernest Mario School of Pharmacy  
Rutgers, The State University of New Jersey  
160 Frelinghuysen Road  
Piscataway, NJ 08854-8020



Ranked 3rd out of all chemical companies worldwide for its image by U.S. magazine Fortune



Bayer has received the Silver Class distinction for its particular sustainability performance from RobecoSAM



Bayer has again taken a spot in the international CoreBrand Index 2017 of the best and strongest company brands



Science Magazine's Global Top 20 Employers for Scientists