

Contact

Top Skills

Marketing Strategy
Development Of People
International Management

Languages

Japanese

Certifications

Developing Adaptability as a Manager
Leading in Uncertain Times
Excel for Marketers
Data Fluency: Exploring and Describing Data
Business Analytics Foundations: Descriptive, Exploratory, and Explanatory Analytics

Honors-Awards

Plenary Speaker, Competitive Intelligence Asia Conference, Tokyo, Japan
CLIO Healthcare Silver Award 2014 - Public Relations
Best of Health Awards (UK); Healthcare Professional Digital Media, Bronze Award
Session Chairman, Invited Speaker - Eyeforpharma 2016 Tokyo, Japan
In-country Expert - Invited Speaker

Barrett Madrigal

Advisor and mentor on topics related to global pharmaceutical commercialization, international affiliate leadership, and alliances/partnerships. Open to short-term consulting, volunteering, and board membership.

Summary

Barrett is a seasoned pharmaceutical executive with considerable experience in brand management, new product launches, sales force expansion, sales and marketing execution, mature product acceleration, international affiliate management, partnering and business development. He has worked with colleagues and alliance partners in all major global pharmaceutical markets: US, Asia, Europe and Latin America.

Barrett has has a proven record of delivering results under pressure and building winning sales and marketing organizations. He is known for his unsinkable enthusiasm in creating new brands, developing innovative campaigns, and executing successful product launches. He has established and grown international affiliates business units. Barrett has practical, ground -level global and regional experience at launching multiple new products across different markets and regions. Skilled at re-accelerating mature brands, turning around struggling teams, international brand management, lifecycle planning, KOL management, alliance management, competitive analysis, forecasting, new product launches, mature market strategies, e-channel tactics, alliance management, international reimbursement, financial analysis and planning,, He has deep understanding of Japan and Japanese business practices.

Experienced in Immunology, Dermatology, Rheumatology, Osteoporosis, Pain (CLBP, OA) and Diabetes.

Career interests include a Vice President Global Marketing, International CMO, and major affiliate/ country General Manager. Senior leadership roles in Japan/ Asia-Pacific are also attractive.

Experience

Eli Lilly and Company

32 years 6 months

Associate Vice President, Global Marketing - Immunology (Retired)

May 2020 - December 2022 (2 years 8 months)

Indianapolis, Indiana, United States

Leveraging significant global and industry experience, Barrett leads all aspects of worldwide commercial development, lifecycle planning, and launch preparation for a novel immunological asset recently acquired. Working in conjunction with development, medical affairs and external partners, Barrett ensures that market understanding, brand building, pricing, access and financial goals are achieved.

Sr. Director, Business Unit Leader - Immunology

July 2018 - May 2020 (1 year 11 months)

Kobe, Hyogo, Japan

Aspiring to be the most preferred company in rheumatology, dermatology and gastroenterology. Developing, launching and growing "First in Class" / "Best in Class" therapies for patients struggling with autoimmune disorders. Translating global strategies into effective local action. Building high performance teams that deliver superior results and tailored solutions to experts. Complete P&L and operational accountability. Highly experienced member of Global and Japan executive lead teams.

Senior Director, Business Unit Leader - Musculoskeletal & Autoimmune Diseases

April 2010 - July 2018 (8 years 4 months)

Kobe, Japan

Leader of both the Musculoskeletal Business Unit and Autoimmune Business Unit. These include bone, muscle and joint diseases as well as dermatology and rheumatology. Responsible for strategy development, tactical implementation and unit sales and margin achievement. Oversees an organization of 600 sales and marketing people with end market sales exceeding USD 700 mil.

Barrett is an executive committee member and an operating officer of the Japanese affiliate. He reports to the Senior Vice President and President of Lilly Bio-Medicines Business Unit at the global headquarters and is a member of the global lead team.

International Marketing Leader

February 2007 - April 2010 (3 years 3 months)

Responsibilities included developing brand strategies for marketed osteoporosis products for all non-US markets (i.e. major Europe, Canada, Latin America, Japan), extending product life cycles, overseeing affiliate tactical implementation and influencing resource allocation.

Evista Brand Manager

2002 - 2007 (5 years)

Launched and managed Evista to No. 1 brand in competitive Japanese marketplace. Created SERM category and established importance of bone quality via multi-channel promotion.

Evista Marketing Manager - US Affiliate

2001 - 2002 (1 year)

District Sales Manager - Diabetes

1998 - 2001 (3 years)

Diabetes Care - Kansas City/ St. Louis

Manager, Financial Planning & Analysis

1995 - 1998 (3 years)

Managed short-term and long-term financial planning processes including quarter roadmaps, annual profit plan and corporate long range strategic plan. Played key roll in major investment and partnering decisions.

Sr. Financial Analyst, International Finance

1993 - 1995 (2 years)

Prepared monthly financial reports (I/S, B/S, C/F), annual profit plan, and rolling 10 year long range profit plan. Responsible for developing, negotiating and implementing major profit sharing mechanisms with Japanese business partners including price, volume, exchange rate, COPS and operating expenses components. Completed business develop valuations, buy/lease analyze etc as financial team member on various ad-hoc projects.

Sales Representative (Lilly, Ft. Wayne, IN)

1992 - 1993 (1 year)

Associate, Corporate Business Development

July 1990 - 1992 (2 years)

Asahi Chemical Industry Co, Ltd

Staffer, International Clinical Trial Team - Tokyo, Japan

1985 - 1988 (3 years)

Education

UCLA Anderson School of Management

MBA, Marketing · (1988 - 1990)

University of California, Berkeley

BA, History · (1980 - 1984)