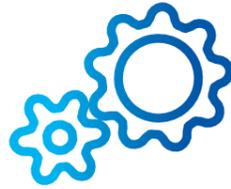


Claire Lawson
Curriculum Vitae



Claire Louise Lawson



Work Experience

January 2011- April 2016 (Redundancy)
Janssen-Cilag Ltd.
Senior Territory Manager,
Infectious Diseases Business Unit

- Average SVT across HIV portfolio 100% with average growth of 13% v 2014 (Prezista at 115%)
- Market share of Prezista 70% and Edurant/Eviplera 19% (50% growth v 2014)
- Identifying local/regional customer opportunities and strategies to identify business focused solutions.
- Collaborative working with Janssen colleagues to ensure customer needs are addressed.
- Maintain firm understanding of changing NHS environment to enable meaningful conversations with key therapy customers and stakeholders.
- Cross functional working with AM colleagues and CVT to develop stakeholder/influencer map.
- Stakeholder Partnership Plans reviewed monthly to ensure timely completion of projects/goals.
- Analytics and Business Planning Lead across cross functional HIV team (including iQlik and Key Performance Indicators)
- Expense reporting champion for HIV team.

August 2003 – December 2010

Janssen-Cilag Ltd. Territory Manager – CNS Division

- Successful sales record – Club Excel bronze Q1 & Q2 2010, 104% target across Q1 & Q2 2009, plus 3 previous Club Excel positions.
- Responsible for one of the largest cash sales territories.
- Worked with the regions chosen customers by attending ECNP, CINP and was involved in the Masterclass meetings, feeding back to colleagues ensuring ROI.
- Rolled out deltoid training across territory to ensure deltoid readiness for Xepion Q2 2011.
- Home delivery introduced into territory to protect Risperdal Consta business in light of current budget restrictions.
- Identified and worked with local KOL to address challenges within mental health.
- Implementation of Remind text service for patients across territory.
- Maintained focus on Stakeholder Partnership Plans.
- Marketing co-ordinator (2006 – 2008)
- Identified meeting opportunities to address trust needs in line with business strategy.
- Demonstrated a clear understanding of complex information on all promoted products with the ability to identify specific customer needs and structure presentations accordingly.
- Product champion for Tramacet – liaising between marketing and regional team members re feedback sharing best practice.

May 1997 – April 2000

Dairyborn Foods. Account Manager (home based)

- Regular contact with number of accounts nationally
- Responsible for total business management within a variety of sized accounts
- Proven profit growth within customer base of 20% in first 12 months.

April 1992 – May 1997

Pharmacy Department, Northern General Hospital (Sheffield). Medical Dispensing Technician

- Dispensing of prescriptions for both in patients and out patients
- Responsible for stock control and ordering of non-formulary preparations
- Checking ward stocks
- Production of specialized drug preparations

Sept.1991 – April 1992

Meadowhead Pharmacy. Dispensing Assistant

- Dispensing prescriptions
- Stock control and ordering
- Over the counter sales and advice

At a Glance



I am an experienced pharmaceutical account manager with 15 years experience across 3 main therapy areas. My focused and passionate approach has enabled me to develop and build strong relationships with key personal and collaborate cross functionally with internal and external customers. I have excellent communication skills and am able to convey complex information to others. I am a conscientious learner who is keen to take on new challenges.



Personal Attributes

- Adaptable in an ever changing market e.g NHS environment and internal challenges.
- Willingness and motivation to explore and execute new challenges
- Competent presenter and dissemination of complex clinical data.
- Successful Event Organisation with NPS scores over 95%.
- Analytics Lead role.
- Continuous development as new data or treatments arise within portfolio.
- Internal cross functional collaboration throughout 5 years in HIV therapy area.
- Built rapport and strong customer relationships with Healthcare Professionals in all therapies worked.
- Understand and follow the strategic direction given to deliver critical success factors.

Notable Recent Achievements



Edurant onto North Guidelines

- My trust and relationships with clinicians enabled me to gain early insight into the proposal of the North Guidelines as it went out for consultation.
- Identified and challenged KOL on rationale of non inclusion of Edurant resulting in Edurant now second line option.

Northern Ad Board

- Arranged with colleague assistance an Ad Board to address slower than expected uptake of Janssen HIV drugs following launch of competitor.

Addressing local NHS needs

- Supported implementation of North East HIV Network following Public Health England's request for HARS data.

Addressing NHS Time Constraints

- Facilitated implementation of digital contact (Patients Know Best) to address fewer appointments for stable patients.

Development of Key Advocates

- Engaged with Key Advocates to understand their key interests.
- Enhanced their knowledge and confidence in presentations to widen their scope regionally / nationally.

Janssen
Claire Louise Lawson

Education & Qualifications



2000-present

ABPI gained in November 2000
PCSS selling skills
Computer skills in word, excel, power point and using the Internet
Effective Time Management
Effective Project Management

1992 - 1994

B.Tech National in Pharmaceutical Sciences

1992 – 1994

Stradbroke College, Sheffield

BTEC National Diploma Pharmaceutical Sciences

1990 – 1991

Nottingham University

Commencement of Pharmacy degree

1988 – 1990

Wales Comprehensive School

A Levels – Chemistry (A),
Maths-pure and mechanics (B),
Physics (D)

1983 - 1988

Wales Comprehensive School

GCSE's – Chemistry (A), Maths (A), French (A),
Biology (B), Physics (B), English Literature (B),
English Language (B), Home Economics (B),
History (C)

Interests

I enjoy a variety of indoor and outdoor sports including badminton, cycling and jogging.

Recently I toured California and Nevada and previously covered the southeast coast of America.

I enjoy music (live concerts), interior design and décor, family

Personal Details

Claire Louise Lawson Date of birth: 13th July 1972



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S20 2PS



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I have found Claire to be very supportive in all interactions. Meetings are always well organised with advance communication of agendas and planning. The meetings are always a success with Claire making sure she has feedback from attendees and following up that this feedback is passed on to me. She is very professional and knowledgeable in her field. She is motivated and demonstrates genuine intellectual curiosity; curiosity that is often accompanied by her excitement and enthusiasm.

I have known Claire for about 2 years now and have always enjoyed dealing with her. She has invited me to give talks which were always organised excellently and with minimum fuss, and she recently took over as our accounts manager which I was very pleased to hear. She has a warm but professional approach that I find easy to deal with, and I will be genuinely disappointed not to be working with Claire in the future. The other staff within the department with whom I work, such as my secretary, are always very happy to speak to Claire and it is a very important thing to me that individuals approaching the department are as warm to any individuals within the department as they are with the consultants. I wish Claire the very best in her future endeavours.

I have been in contact with Claire Lawson for several years now. I am a Consultant Physician at the RVI specialising in Infectious Diseases. She has always been a very warm and personable person and it was always a pleasure to have meetings with her.

I found she always have exemplary knowledge of HIV and it's treatment and was always able to either give or find an answer to my questions that I had in discussions, backed up with relevant evidence and useful information charts/ leaflets. She also was able to practically apply new developments to fit in with the management of the contemporary NHS.

She has been very supportive of our department and has helped provide educational sessions which were always cutting edge and relevant to our daily work. Claire was always very forthcoming in developing trainee education also (pharmacology training day sessions for example).

She will be missed.

Dr A B Evans
GMC 6114857