

Romina LeBlanc, MS, MBA
40 Cortland Way, Grafton MA 01519

romina.leblanc@yahoo.com

www.rominaleblanc.com

www.linkedin.com/in/romina-leblanc-ms-mba

SENIOR EXECUTIVE – STRATEGIC PARTNERSHIPS AND GROWTH

Accomplished executive with extensive experience and passion for partnership development, customer acquisition and retention and account management in the healthcare ecosystem. Results driven and dedicated individual with exceptional high standards of business ethics.

PROFESSIONAL EXPERIENCE

Karuna Health, San Francisco, CA (Acquired by Commure)
Senior Consultant – Go-to-Market & Strategic Partnership Development

2019 – April 2020

- Developed a playbook to help achieve a product-market fit for Karuna's Enterprise Platform (SAAS).
- Built deep, value-based relationships with potential partners in healthcare ecosystem including but not limited to: risk bearing providers (e.g. health systems, ACO's, hospitals, PCMHs, and health plans) and not-for-profit organizations (community based mental and behavioral health providers, Area Agencies for Aging, Meals on Wheels, and others).
- Responsible for the entire sales cycle from deal sourcing to closing the contract.
- Build an understanding of the competitive landscape and key market dynamics to inform partnership approach and strategy around emerging trends.
- Work closely with internal teams and stakeholders in product development, engineering, operations, client success and marketing to ensure alignment on strategy and execution.
- Deep knowledge of Real World Data (RWD), Real World Evidence (RWE), HEOR, Machine Learning, AI and Cloud based platforms.
- Reporting directly to the Co-founder & CEO and responsible for \$1M+ quota in 2020.

Aira.io, San Diego, CA (Acquired by Blue Diego Investment Group)
Senior Consultant - Strategic Partnership Development

2018 – 2019

- Responsible for the entire sales cycle from identifying the key C-Suite decision makers to closing the deals in several market segment channels including but not limited to: employers, retail, supermarket chains, and restaurants.
- Built a \$2M dollar pipeline of new business opportunities using strategic targeting and partnership development to grow revenue and market share.
- Worked closely with internal teams in engineering, operations, finance and marketing to expedite contract negotiation, execution and client success.

Care At Hand, San Francisco, CA (Acquired by Mindoula Health)
Senior Director, Strategic Partnerships

2015 – 2018

- Lead development and execution of strategic partnerships for Care At Hand's software as a solution platform (SAAS) by driving growth in new and existing digital and enterprise healthcare markets.
- Built a \$1.5M dollar pipeline of new opportunities by expanding market reach and brand recognition among patients and physicians nationwide.
- Managed all facets of client engagement and partnerships including but not limited to: integration, client on-boarding, process improvement, working closely with internal teams to ensure client success.
- Evaluated market pressures including but not limited to competitive landscape and the reimbursement models (bundle payments, Value Based Models, Medicaid and Medicare) and developed tactics to help differentiate Care At Hand and communicate our unique value proposition effectively.

Care At Hand, San Francisco, CA (continued)

- Developed targeting strategies by researching industry, press releases, conference announcements and publications to penetrate new business verticals: hospitals, health systems, Accountable Care Organizations, Patient Centered Medical Homes, Post Acute Care Service Providers, home health/home care, skilled nursing, Managed Care, and health plans.
- Provided webinars, presentations, technology, service and product demonstrations to prospects nationwide.
- Responsible for contract development, negotiating and closing deals.

**Doctor On Demand, San Francisco, CA
Director, Business Development****2013 – 2015**

- Developed strategies to integrate telehealth services and solutions leveraging relationships with national entities/enterprise channels including but not limited to: hospitals/health systems/group & private practices, Fortune 1000 employers, and intermediaries (insurance brokers & resellers).
- Designed and launched sales outreach campaigns based on close analysis of market dynamics, trends, competition, and regulations in an effort to advance national presence.
- Strategically planned and lead the new revenue growth and profitability of the organization focusing on new products and services.
- Provided webinars, presentations, executive conference calls and service demonstration to prospects nationwide.
- Closed business deals by managing cross-functional collaborations in finance, legal, account management, and operations.

**Transgenomic, Inc., Omaha, NE (formerly PGxHealth)
Market Development Manager****2008 – 2013**

- Market Development & Sales – Responsible for sales of an array of molecular diagnostic tests (Cardiology, Neurology) as well as ScoliScore Prognostic Test and Clopidogrel Response Pharmacogenetic test in US and abroad.
 - Lead the launch and market development of postmortem cardiac genetic tests designed for a niche market targeted to medical examiners, coroners, and pathologists worldwide.
 - Implemented and managed patient advocate projects with the objectives to (a) minimize out of pocket cost to patients and (b) increase sales volume.
 - Extensive network of C-Suite connections in top Biotech, Life Sciences and Pharmaceutical companies.
- Marketing - Created strategy and performed duties of a Medical Science Liaison to clearly communicate clinical and economic benefits of diagnostic tests to clinicians and medical professionals as well as influential hospital personnel in Purchasing and Laboratory Services.
 - Awareness Initiatives – Collaborated with marketing teams to initiate tactics such as direct mailing, advertisements, banner ads, key word placement in search engines to increase awareness of testing and expansion to new markets.
- Key Opinion Leaders – Assisted with thought leader identification & development to:
 - Coordinate and promote clinical speaker educational lectures through programs such as teleconferences, webcasts, and distance learning.
 - Worked with field sales to plan and execute Grand Rounds and CME events at selected major medical centers.
- Non-Profit Patient Support Groups – Identified key patient advocacy groups in targeted clinical areas and designed collaborative strategies to maximize opportunities.
 - Coordinated grass root efforts to encourage faster adoption of genetic testing by managed care via support from advocacy groups.
 - Designed and launched educational programs targeted for patients and their families.

Correlagen Diagnostics, Inc., Waltham, MA**2005 – 2008****Senior Account Sales Executive/ Product Manager & Business Analyst**

- Responsible for sales of 40+ molecular diagnostic tests in Primary Immunodeficiencies, Ophthalmology, Nephrology, Oncology and Cardiology with focus on product timelines, adherence to quality standards and operating procedures.
- Managed accounts for 80 large domestic institutions; interacting with physicians and hospital staff; assessing client needs, managing expectations & ensuring satisfaction.
- Designed and implemented sales and marketing campaigns, prospecting and qualifying new opportunities to increase sales volumes to meet defined revenue and profit targets. Planned and managed U.S. based tradeshows.
- Liaison between operations, R & D, product management, and finance to execute business transactions seamlessly, resolving client issues expeditiously and innovatively. Kept abreast of the new product/market offerings, emerging technologies, shifting market conditions, and competitive landscape.
- Developed and negotiated contracts and pricing with clients.

Charles River Laboratories, Worcester, MA**2000 – 2005****Product Manager/ Business Development Manager - Proteome Systems, Ltd**

- Investigated market opportunities for new products and made recommendations for profitable opportunities.
- Formulated and executed short and long-range strategic plans for Bioanalytical Chemistry, Metabolism & Pharmacokinetics, In-Vitro ADME/T, and Toxicology Lead Optimization projects.
- Developed comprehensive procedures to implement product-planning policies; developed adequate controls, evaluated performance and results; gave feedback. Supported organizational development for succession planning.
- Coordinated and managed the sales and marketing efforts of the joint venture between Charles River Laboratories and Proteome Systems, Ltd; reported to the General Manager of Charles River Proteomic Services with a dotted line responsibility to the President of Charles River Proteomics Services, Inc.
- Liaised to assimilate the new Proteomics business into the current business systems infrastructure and support services including sales, legal contracts, finance (forecasting) and client services.
- Managed and coordinated scientific meetings, tradeshows, client site visits and facility tours.
- Created and performed all business transactions required including presentations, service agreements, proposals, pricing, and contracts, forecasting revenue, telemarketing, database management and customer retention analysis.

Genome Therapeutics Corporation, Waltham, MA**1994 – 2000****Research Scientist III/ Research Scientist II**

- Supervised and coordinated the Human and Mouse Genome Sequencing Projects; Presented project reviews.
- Liaison between the Genome Therapeutics Sequencing Center and the Sanger Centre in United Kingdom, one of the major international partners to complete the Human Genome Sequencing Project by year 2003.
- Managed the hiring and training of more than 30 new scientists; directed the production schedule and goal settings.
- Developed and implemented cost effective automated processes in order to increase efficiency and profit margins.
- Identified and characterized the genes of disease-causing pathogenic microorganisms; i.e., *Helicobacter pylori* and *Staphylococcus aureus*; performed sequence-finishing techniques to accurately verify, assemble and map bacterial genomes such as *Clostridium acetobutylicum*.

EDUCATION**Master of Business Administration, (MBA),** Management, Clark University, Worcester, MA**Master of Science, (MS),** Biology, Worcester Polytechnic Institute, Worcester, MA**Bachelor of Science, (BS),** Biotechnology, Worcester Polytechnic Institute, Worcester, MA