

# Joe Jobscan, MBA, BSN, RN

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## PROFESSIONAL EXPERIENCE

### Washington Consulting, Seattle, WA

October 2018 - March 2020

#### CEO / Principal Consultant (Medical Device, Pharmaceuticals, Clinical Operations, Management)

Subject matter expert in project management, upstream and downstream marketing strategies and clinical operations for medical devices, pharmaceuticals, surgical instrumentation, and biotechnology.

- Provide strategic direction consultation and industry expertise to investment banking, financial analysts, medical device and pharmaceutical industry consultants and manufacturers, hospitals and healthcare product distributors to include current and future market trends and opportunities, competitive analyses and overview, company product development initiatives, clinical operations and training, regulatory hurdles and industry insights.

### Relief Therapies, Chicago, IL

August 2013 – October 2018

#### Global Marketing Product Manager (October 2016 – October 2018)

Conducted and analyzed market research to transform customer requirements into tangible and profitable product concepts directing them through subsequent definition, development, qualification, and launch.

- Achieved 5% market share growth (61%) in highly competitive \$5.4B infusion therapy market by leading projects to develop innovative, advanced, infusion therapy device hardware, software and firmware designs including integrated patient safety drug libraries, wireless capabilities, EMR interoperability, data analytics, and KPI's.
- Led \$9.8M cost-reduction, finance, and budget project; updating infusion devices with advanced components while achieving a \$40/unit cost savings and projected 122% Internal Rate of Return (IRR) over the product life cycle.
- Developed User Interface Specifications, Clinical User Test Protocols, and conducted vendor selection and User Experience (UXD) Trials throughout product hardware and software development stages to elicit clinical feedback.
- Created a financial model to analyze an eight (8)-year product sales forecast to develop and support an integrated business plan for short and long-term product development strategies and FDA 510K filings.
- Developed all User Guides (DFU's), Addendums, Quick Reference Cards, Labeling, marketing collateral, and sales and clinical training programs for product launches and upgrades utilizing marketing and clinical expertise.
- Gathered data from customers and KOL's to identify product requirements, technical specifications, and develop product profiles focusing on key features and attributes in new product development and subsequent launch.
- Drafted clinical customer correspondence in response to FDA product recalls and industry safety organization warnings utilizing project management, marketing, and clinical operations expertise.
- Led collaboration with diverse, cross-functional teams to meet aggressive deliverables milestones and secure executive team support leading to successful Phase/Gate product development transition.
- Achieved a 300% increase in the handling efficiency of Customer Requests for Proposals (RFP's) through the initiation of a project to develop and update the corporate marketing, sales, and clinical response repository.

#### Senior Clinical Practice Consultant (August 2013 – October 2016)

Clinical and technical customer-facing troubleshooter. Coordinated complex, on-site clinical project management, and root-cause analysis for FDA reportable patient events. Delivered clinical operations expertise in infusion therapy management while quickly developing customer relationships from the C-Suite to clinical professionals in hospitals and healthcare facilities across the United States and Canada.

- Secured \$15.6M medical device contract at Memorial Hermann Health System in Houston, TX, receiving recognition from company CEO, Executive Vice President, Directors, Business Leaders, and Sales Team.
- Managed clinical practice analysis projects during the pre-implementation phase for key strategic accounts and IDN's. Aligned facility clinical standards of practice. Directed sales teams, clinical consultants, and customers through product launch, implementation, go-live, and post-implementation phases addressing and mitigating potential clinical and technical obstacles.
- Utilized clinical applications, system software configurations, and capabilities along with clinical, mechanical, and technical expertise to lead clinical operations projects in assessing customer requirements and translating them into tangible opportunities for new product/software development and enhancements.

- Created an analytical model to cross-reference current hospital standards of practice with industry professional organizations to include Infusion Nursing Society (INS), Center for Disease Control (CDC), and Food and Drug Administration (FDA) Regulations. Launched product with associated KPI's and performance metrics.
- Developed and launched a competitive intelligence and clinical operations portfolio on corporate share drive providing centralized access to marketing, sales, regulatory, R&D, clinical, and customer advocacy teams.

**Relief Therapies, Chicago, IL**

**July 2012 – August 2013**

**Medical Device Consultant**

Coordinated clinical projects delivering medical device training, clinical expertise, root-cause analysis and associated patient disposables to hospitals / integrated delivery networks (IDN's).

- Only consultant of 15 recruited by Senior Director to form an elite, seven-member clinical investigative team.

## **EDUCATION**

**Master of Business Administration – Marketing, Finance, Healthcare Administration, and Human Resource Management (MBA)**, Roosevelt University, Chicago, IL

August 2010-May 2012

**Bachelor of Science, Nursing (BSN) – Biology/Human Physiology Minor**, North Park University, Chicago, IL

September 2006-June 2010