

Barbara Somma
5536 Magnolia Tree Terrace
Sarasota, Florida 34233
(941) 923-0541
bsommacoach@verizon.net

QUALIFICATIONS

Proven ability to significantly impact business results, success in leading multifunctional group, established work environment which fosters achievement and innovation, history of identifying and developing high potential talent, proven ability to successfully achieve business goals in areas of limited organizational or personal experience, a solid understanding of current business environment, OMP management goals and international/domestic experience across a variety of therapeutic areas

CAREER ACHIEVEMENTS

Business Results

- Significantly contributed to the launch strategy development, positioning, professional and consumer campaigns resulting in the unprecedented marketplace success of ORTHO TRI-CYCLEN acne indication and successful launch of ORTHO TRI-CYCLEN LO and ORTHO EVRA
 - Established process and criteria for developing, assessing, tracking, ROI analysis, estimating public reaction and supporting network clearance of the first oral contraceptive broadcast campaign which ultimately returned in excess of 325% on investment
 - Held leadership role in the developing strategy, tactics, methodology for overcoming the labeling issues resulting in the successful launch of ORTHO TRI-CYCLEN LO
 - Established post launch tracking program for ORTHO EVRA and ORTHO TRI-CYCLEN LO which fully integrates sales force performance, MCO contracting with research and secondary data findings providing marketing management with an actionable picture of product performance
- Ensured rigor in forecasting/analytics regarding Ortho-McNeil WHC business
 - Addressing ORTHO TRI-CYCLEN patent expiration, generic erosion models, impact of DTC and samples on ORTHO EVRA 2003 sales and the introduction of ORTHO TRI-CYCLEN LO
 - Supported complex and sophisticated forecast scenarios with research/secondary data derived models and NDC patient flow information
 - Championed establishment of monthly Business Review and Action meetings with marketing and new product groups, ensuring that business results, assumptions and anticipated impacts are widely disseminated in order to minimize information silos and maintain continuity of business insights
- Established key account teams with select groups of international suppliers ensuring consistent quality, continuity in research and maximizing savings on volume discount agreements. Represented Cilag interest in IMS MIDAS negotiations
- Recognized by affiliates for providing marketplace and customer insights critical to the successful European launch of TOPAMAX. Developed perspectives on European standard of care and disease progression pivotal to business opportunity assessment for Derm and BioTech products
- Successfully managed/directed US domestic and affiliate R&D (pre-clinical/clinical), regulatory and operations (line upgrades, quality improvements, packaging design) activities resulting in the successful registration of oral contraceptives, OKT3 in Japan and FLOXIN in Latin America

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Organizational and People Development, Innovation

- Instituted Rutgers PharmD fellowship program to identify new talent and maximize college over hire opportunities
- Recruited high performing/high potential staff which in combination with a wide variety of developmental opportunities has resulted in appointments in product management, PGSM, sales management and roles of increasing responsibility in Business Analytics and Assessments
- Created an achievement environment by maintaining a clear focus on the business, valuing continuous learning and instilling a sense of pride in sharing best practices and collaborative problem solving. Resulting in the rapid development of junior staff, higher levels of performance from director level, introduction of unique research approaches (e.g. internet-based research, re-casting of the Birth Control Study) and shared understanding of financial goals, performance, budget and expenses
- History of recognizing opportunities to improve organizational effectiveness and applying technology to enhance organizational efficiencies
 - Recasted marketing research reports and fostered development of web-based marketing research management and reporting system, "Socrates", resulting in greater attention to the development of conclusions and recommendations from research findings and more efficient dissemination and retention of information. Earlier efforts resulted in the development of a system designed to provide international affiliates with rapid online access to critical reports
 - Have initiated/ championed cross functional (sales information, research and forecasting) meetings to identify areas for collaborative analysis
 - Conceived, planned and implemented first R&D operations function designed to provide project planning, monitoring and computerized support maximizing productivity of scientific staff and enhancing ability to meet regulatory requirements

EMPLOYMENT HISTORY

Johnson and Johnson -1980 to December 2003, (early retirement)

- Ortho-McNeil Pharmaceuticals Inc.
 - Group Director, Business Analytics and Assessments (WHC) (Primary Care), Senior Director Marketing Services (WHC, Ortho Dermatologicals, Anti-infectives) (August 1996-December 2003)
- Cilag International Commercial Development
 - Director of Marketing Research (October 1994- August 1996)
 - Assistant Director Marketing Research (June 1993- October 1994)
 - Assistant Director Professional Affairs and Communication (January 1991- June 1993)
- Ortho Pharmaceutical Corporation
 - Assistant Director, International Product Development, Corporate Development (June 1989- January 1991)
 - Senior Project Analyst, Research and Development, Project Planning Division (June 1988- June 1989)
 - Senior Administrator, Drug Safety Operations (March 1980-June 1988)
 - Research Scientist, Toxicology (December 1983- January 1986)
 - Associate Scientist (March 1980- December 1983), Toxicology

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Hoffman La Roche, Nutley New Jersey (September 1969- March 1980)

- Positions of increasing responsibilities in Toxicology and Pharmacology, R&D

Achievements/Special Projects

-J&J Achievement Award for contributions to:

ORTHO TRI _CYCLEN Lo Launch

ORTHO TRI-CYCLEN acne indication DTC campaign

International Launch TOPAMAX

Development of Screening Model for Retinoid compounds

-US Savings Bond Drive (Ortho Pharmaceutical) -1989 Chairman, 1988 Co-Chairman

- Quality Education Instructor (1987-1988)

- White Collar Productivity Project- Division Manager (1983-1985)

EDUCATION

Rutgers University, Newark, New Jersey (June 1969, BA)

Fairleigh Dickinson University, Teaneck, New Jersey (October 1985, MBA)

- Member national honors business association - Delta Mu Delta

Behind Defining Destiny

Barbara Somma, MBA

I am a Success Coach, a facilitator of change. I work with

- Executives, Business Owners and Professionals to impact the bottom line and
- Individuals to advance, redirect or start their careers.

By combining my 35 years of successful career, mentoring, management and business experience with powerful coaching tools and techniques, I partner with clients in crafting an all encompassing vision of success. Through the coaching process clients answer the question “How will I achieve that”. They learn skills which enable them to choose those actions which continuously progress them towards achieving the destiny they have defined for themselves.

Experience

Twenty four years with Johnson and Johnson, America’s most trusted company (2004 Harris Poll), has proven to be an exceptional background for a Coach. At J&J success is measured by one’s ability to achieve results through business acumen, customer focus, strategic thinking, developing and leading others, innovation, judgment, integrity and trust. This environment provided me the opportunity to learn from the best what it meant to successfully manage a business, direct a career and develop the next generation of leaders. I have had responsibilities in US operating companies as well as staff positions supporting affiliate companies in Europe, Latin America and Asia .I was most recently the Group Director, Business Analytics and Assessments for Women’s Healthcare and Primary Care franchises.

How does this relate to your business, your profession, your career, your life?

I have the proven ability to significantly impact business results, success in leading multifunctional group, establish work environments which fosters achievement and innovation ,a history of identifying and developing high potential staff, the proven ability to successfully achieve business goals in areas of limited organizational or personal experience, and a solid understanding of the business environment.

My background enables me to quickly connect with my clients. I know how to identify factors which create business pressures. I understand how difficult it is for managers to develop the leadership, management and staff development skills necessary for success. I recognize all of the challenges to developing a career, while keeping up with significant workloads and a personal life.

With all of this experience I also know that there is no “silver bullet”, no simple set of answers, which will address the diverse array of my clients needs.

This is where Coaching comes in.....

As a Coach I combine the art and science of powerful questioning (honed through years of marketing research), facilitation (mastered through innumerable team meetings), substantive examples (based on experience, education and knowledge), truthful feedback (my basic nature) with powerful coaching techniques (formal training) to customize my approach to each clients needs.

Education

Rutgers University, Newark, New Jersey (June 1969, BA)

Fairleigh Dickinson University, Teaneck, New Jersey (October 1985, MBA)

- member national honors business association - Delta Mu Delta

Qualified administrator Myers Briggs Type Indicator

(Center for Applications of Psychological Type June 2004)

Graduate CoachU Oct 2005

Proud Member

International Coach Federation

Greater Sarasota Coaches Alliance

Sarasota Chamber of Commerce, Trustee Member, GSCA