

ATHENA M. RUHL

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(W) 302 886-7342

PROFESSIONAL EXPERIENCE:

AstraZeneca (formerly ZENECA, INC and ICI AMERICAS, INC)

July 1985 - Present

Wilmington, DE

Vice President, Emerging Brands

November 2005 - Present

Executive Director, Symbicort Commercial Operations

April 2004- November 2005

Co-lead US Symbicort brand team with accountability for US brand strategy, execution, and drug development activities required to support US launch and life cycle management. Lead cross-functional commercial team to deliver integrated customer strategy. Deployed and functional management responsibility.

Exec. Director, Marketing Operations

May 2003- April 2004

Led Marketing Operations functional area (Business Insight, Marketing and Medical Communications, Business & Portfolio Planning, AZ Academy, Consumer Marketing, Managed Markets & Pricing Strategy, Admin. Services) that provides deployed and shared resources to product teams, the Managed Care Business Group and Senior Management.

Exec. Director, Business Analysis & Intelligence

June 2001- April 2003

Led analytics functional area (Market Research, Forecasting, Promotion Response Analytics, Competitive Intelligence) that provides deployed and shared resources to product teams, the Managed Care Business Group and Senior Management.

Director, Strategic Consumer Communications

June 1999- May 2001

Alderley Park, Cheshire, UK

Responsible for optimization of global consumer communications via provision of commercial input and skills development to Strategic Medical & Marketing Communications skills areas, Therapy Areas and Marketing Companies.

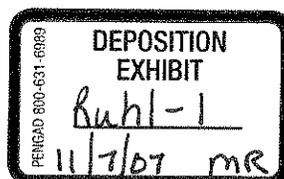
Market Channel Manager

November 1998- May 1999

Alderley Park, Cheshire, UK

Responsible for discrete projects to advise and support the global commercialization of Zeneca Pharmaceuticals products, including carrying out a review of eCommerce and the Internet and recommending a strategic plan for the business.

Led Global cross-functional Internet/eCommerce Integration Task Force during merger.



Senior/Group Product Manager, CNS Products

April 1996- October 1998

Responsible for overall strategy, promotion and financial performance of CNS products, specifically focusing on development of launch strategy for and launch of SEROQUEL, in development for the treatment of psychotic disorders.

Product Manager, Cardiovascular Products

July 1995 - March 1996

Responsible for overall strategy, promotion and financial performance of Cardiovascular products- (ZESTRIL, ZESTORETIC, TENORMIN, TENORETIC, SORBITRATE).

Played key role in development and implementation of innovative contracting strategies for managed care and retail customers.

Developed and oversaw implementation of successful launch strategies for line extensions and new indications:

- new indication for ZESTRIL (Acute Myocardial Infarction).
- new dosage strength (ZESTRIL 2.5 mg tablets).
- new package size (ZESTRIL bottles of 3000).

Responsible for training, development and supervision of 3 direct reports.

Product Promotions Manager, Cardiovascular Products

December 1994 - June 1995

Responsible for overall promotion of Cardiovascular products.

Managed Cardiovascular Advertising & Promotion budget.

Managed Cardiovascular media schedule (both journal and nonjournal promotion).

Oversaw development and implementation of promotional programs according to product strategic and operational plans.

Associate Promotions Manager, Cardiovascular Products

July 1993 - December 1994

Developed and implemented promotional programs according to product strategic and operational plans.

Successfully launched line extension (new dosage strength), ZESTORETIC 10/12.5.

Associate Promotions Manager, Managed Care

July 1992 - July 1993

Developed and implemented programs for key Managed Care and institutional customers.

Convention Services Supervisor

May 1991 - July 1992

Coordinated national convention participation for products in several therapeutic categories.

Developed and implemented promotional programs for national conventions.

Coordinated design and construction of new exhibit structures.

Managed Convention budget.

Coordinated Sales Representative Convention Delegate program .

Data Systems Supervisor

April 1990 - May 1991

Responsible for coordination, approval and distribution of sales and call data to internal and field sales personnel.

Regional Sales Trainer

October 1987 - April 1990

Responsible for recruiting of Sales Representatives for territories in East Central Region and product training for Sales Representatives in East Central Region.
Conducted product emphasis sessions at trimester District Meetings.
Developed and implemented Regional sales contests.
Conducted laptop computer training for field sales force.

Hospital Sales Representative

September 1986 - October 1987

Responsible for sales of pharmaceutical products to major teaching institutions in Pittsburgh, Pa. area and sales of oncology products to physicians.

Medical Sales Representative

July 1985 - September 1986

Responsible for sales of pharmaceutical products to physicians and hospitals in Johnstown, PA and surrounding area.
Successfully launched CEFOTAN by gaining rapid formulary acceptance in key hospitals.

OTHER:

International Assignment - Alderley Park, Cheshire, UK

November 1994 - January 1995

Served as "Change Agent"/facilitator for International manufacturing/supply chain reengineering project team.

EDUCATION:

MBA, St. Joseph's University

September 1992

Major: Pharmaceutical Marketing

University of Pittsburgh

December 1984

Completion of 10 credits toward MS in Exercise Physiology

BA, University of Pennsylvania

May 1984

Major: Biology

Minor: Spanish