

KIRSTEN DETRICK

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BIOPHARMACEUTICAL EXECUTIVE

Inspiring C-suite leader with US and European P&L experience. Launched or led 4 multi-billion dollar blockbusters. Partnered with founders to grow start-up venture. Background spans immune-mediated diseases, oncology, and rare diseases. Passionate about crafting novel strategies and leading teams to learn, adapt and grow. Known for challenging conventional wisdom, modeling collaborative behaviors, fixing broken partnerships, and exceeding expectations. Authorized to work in the US and EU.

EXPERIENCE

ENDPOINT HEALTH, INC.

2021 – 2022

25-person start-up developing precision therapies and diagnostics for immune-mediated diseases. Investors include Mayfield Fund, Humboldt, AME Cloud Ventures, Y Combinator, and BARDA.

Chief Commercial Officer Palo Alto, CA

Strategic leader for multi-asset therapeutic and artificial intelligence (AI)-enabled diagnostic pipeline.

- Contributed to 4x valuation increase and \$52 million Series A fund raise by shaping strategic shift to therapeutics, identifying commercially attractive disease states and in-license opportunities, recruiting talent to advance pharmaceutical product development, and updating corporate marketing documents.
- Expanded product portfolio by participating in 3 licensing transactions. Conducted diligence and marketed company capabilities to potential partners.
- Boosted company awareness 46x and increased inbound investor inquiries by overhauling website and implementing social media campaign.
- Identified strategies to extend cash runway from 12 to 23 months by cutting costs enterprise-wide, including elimination of commercial functions.

OREXO AB Uppsala, SE

2016 – 2022

\$15 million public pharmaceutical and digital therapy (DTx) company targeting addiction and mental health disorders.

Board Member and Member of Compliance Committee

TAKEDA PHARMACEUTICAL COMPANY

2013 – 2021

\$30 billion multinational biopharmaceutical company with 47,000 employees and operations in 80 countries. Takeda significantly expanded its business with the \$62 billion acquisition of Shire in 2019.

Managing Director Vienna, AT

2019 – 2021

P&L leader for €130 million Austrian affiliate formed following Shire acquisition. Led cross-functional organization of 100 employees, including sales, marketing, medical affairs, pricing/access, regulatory, quality, human resources, finance, and compliance. Managing director of 800-employee legal entity.

- Grew revenue 9% by negotiating expanded access to biologic therapy Entyvio[®], driving digital engagement with health care providers (HCPs), growing legacy product volumes, and inspiring field teams to deliver results despite COVID pandemic challenges.
- Improved margin 200 basis points by driving top line growth, reducing resources for OTC brands, shifting selected positions to contractor roles, and aligning leaders to shared profit goal.
- Introduced new-to-Austria digital tactics such as remote symposia, virtual physician education, and video sales calls, exceeding historical attendance targets and customer satisfaction scores.
- Achieved Shire integration synergy targets while earning top employee engagement scores.
- Recognized for leading bold COVID-pandemic response that kept 4,500 Austrian employees safe, enabled manufacturing and plasma donation operations to continue, and supported HCPs virtually.

Head, Multi-Country Organization (MCO) Vienna, AT

2017 – 2019

P&L leader for €110 million MCO comprised of Austrian, Czech and Slovakian affiliates. Interim head of Hungarian, Croatian, and Slovenian affiliates. Led 90 employees, including sales, marketing, medical affairs, pricing/access, regulatory, quality, human resources, finance, and compliance.

- Doubled market growth rates, delivering 8% revenue CAGR by launching new products and reorganizing staff into unified therapy area focused teams to drive accountability and eliminate silos.

- Exceeded Alunbrig®, Adcetris®, and Ninlaro® oncology launch share/revenue goals in markets with restrictive access by activating physician influencers pre-launch and driving clinical differentiation.

General Manager Vienna, AT 2016 – 2017
P&L leader for €65 million Austrian affiliate with 60 employees across sales, marketing, medical affairs, pricing/access, regulatory, quality, HR, finance, and compliance. Reversed revenue decline and stabilized profit performance by downsizing organization 25%, shifting resources to faster growth biologics and oncolytics.

VP/Therapeutic Area Commercial Leader, Gastroenterology Zürich, CH 2015 – 2016
VP/Therapeutic Area Commercial Leader, General Medicines Zürich, CH 2013 – 2015
Led global team of 22 responsible for therapeutic area strategy, launch planning, and lifecycle management. Planned and executed launch of Entyvio, Takeda's first global biologic, with estimated peak sales of \$9 billion. Established global framework for differentiation, positioning, messaging, physician education, congress programming, and sales training.

AMGEN Thousand Oaks, CA 2004 – 2013
\$19 billion global biotechnology company with 20,000 worldwide employees.

Executive Director, Global Marketing 2011 – 2013
Responsible for global commercial strategy of multiple pipeline products, including Repatha® in Japan. Shaped strategy to reduce over-reliance on US market by expanding into Japan in a joint venture with Astellas.

US Brand Leader, Prolia® 2009 – 2011
Led team of 15 responsible for US commercialization of Prolia, a first-in-class biologic therapy for osteoporosis. Oversaw \$40 million marketing budget and supported 700-person field force. Launched Prolia into genericized osteoporosis market, delivering 15% new-to-brand market share and uptake with 20,000 prescribers in 18 months.

Executive Director, Prolia Strategy and Planning 2008 – 2009
Established infrastructure for new 500-person bone health business unit. Developed Prolia US launch project plan, guiding 30-person cross-functional team. Contributed to favorable outcome of FDA label negotiations.

Executive Director, Enbrel® Dermatology Marketing 2007 – 2008
Led US marketing for dermatology segment, as well as strategy and operations for inflammation business unit. Defended \$1 billion in sales against multiple competitive launches. Held dominant market share and grew units 11%, using new claims and messages anchored in long-term safety.

Senior Director, US Rheumatology Sales and Marketing, Enbrel 2004 – 2007
Led 100-person US sales and marketing team responsible for promoting Enbrel in highly competitive market. Grew Enbrel unit volume, maintained market share, and delivered 19% revenue CAGR despite the launch of 3 new competitors.

BRISTOL MYERS SQUIBB Plainsboro, NJ 1992 – 2004
\$19 billion global pharmaceutical company.

Senior Director, Plavix® US Marketing 2002 – 2004
Managed 8-person primary care promotion and medical education team. Member of BMS-Sanofi co-promotion governance committee. Grew US prescription volume 24% and delivered \$2.8 billion in 2004 sales by implementing refreshed positioning and messaging. Earned President's Award.

Senior Director, Vanlev™ US Marketing 1999 – 2002
Director, Cefzil® Antibiotic US Marketing 1998 – 1999
Director, Worldwide Marketing Effectiveness 1997 – 1998
Consumer Product Marketing Roles 1992 – 1997

Legislative Fellow US CONGRESS Washington, DC 1990

Research Associate APM INCORPORATED New York, NY 1987 – 1990

EDUCATION

MBA Dartmouth College Hanover, NH 1992

BA in Chemistry Middlebury College Middlebury, VT 1987