



# JOSEPH WILSON

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## HEALTHCARE COO / CEO

**Leading Growth & Turnarounds; Building Motivated Teams Responsive to Stakeholders**  
**Highly Engaged Leader With Passion for Business Vision**

**Strong Profit, Market Share, Cash Flow, & Sales Performance**

Strategic, resourceful Pfizer executive poised for divisional or executive officer role within healthcare settings (pharma, diagnostics, health-related devices). Influential strategist with reputation for revitalizing flagging operations, *leading with intensity and focused on growth*; sought to design business vision, forge consensus, and motivate teams.

## NOTABLE BUSINESS IMPACT

**Fortune 50 Executive & Sales Expertise at Pfizer, Eli Lilly, AstraZeneca, Sanofi**

*"I embrace visions not always seen by others and then work tirelessly to build buy-in, alignment, and support from stakeholders... with a strong focus on value generation for the company, customers, and patients."*

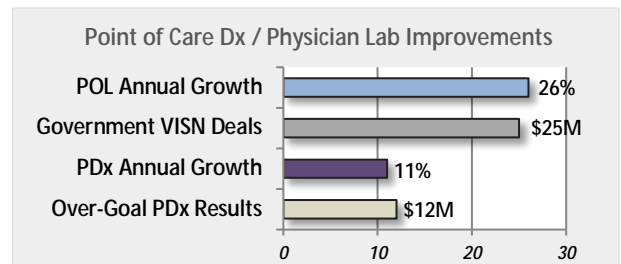
**#1 Results at Pfizer Tissue Diagnostics** – Secured best performance since acquisition with sales reorg, commercial integration into affiliates, and staff engagement.

**Business Launch + Service Increase** – Brought Point of Care Diagnostics Coag sales up 36% YoY and surpassed auto chemistry instrument placement 40%; led 278 reports to focus on self testing resulting in hospital account conversions.

**Head of Medical & Scientific Affairs** – Served as MSA leader for 3 years in Physician Office Laboratory business (concurrent to P&L authority), with oversight of physician advisory boards plus MD and PhD reports.

**BOD Role in Women's Leadership Initiative** – Advanced cause as first male WLI Board member and speaker.

**New Revenue Streams** – Built Infusion Delivery System with team to support Diabetes Care business, bypassing Independent Diagnostic Testing Facilities distributor pricing demands and growing service to 34,000 patients.



## CAREER PROGRESSION & PERFORMANCE

### PFIZER DIAGNOSTICS CORPORATION (2001-Present)

Earned rapid promotions, quickly establishing footing and influencing significant improvements in market strategy, employee engagement, stakeholder buy-in, and revenue and operating performance.

### SVP, TISSUE DIAGNOSTICS (2013-Present)

Dual Authority for \$377M Tissue Diagnostics P&L, Plus Commercial Operations Migration

Campaign Success - Market Segmentation & Go-To Market Strategy - Team Restructuring - Growth Analyses  
169 Total Reports - Competitive Position Improvement - Employee Town Hall Meetings

**Quickly delivered results** upon promotion to spearhead integration and commercial operations performance; designed market segmentation strategy, tactics, and real-time tracking slated for continual revenues from test volume. Confer with integration partner on yearlong migration.

§ **Integration Team Leadership:** Undertook intensive travel to work with Chicago team, leading \$470M integration for move to HQ. Formed leadership team and *galvanized global stakeholders around new vision.*

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## PFIZER DIAGNOSTICS CORPORATION SVP, TISSUE DIAGNOSTICS (Continued...)

- § **Market Segmentation for Growth:** Identified potential wins (key to reaching sales goals); built and promoted Protect-Expand-Grow (PEG) strategy, producing Total Available Market data representing opportunities.
- § **Above-Plan Operating Profits:** Built multifaceted plan for improved field sales, employee engagement, and commercial integration – *delivering #1 results in history* at 99.6% against millions in revenue gap.
  - Boosted competitive health network position among hospital chains, outpatient surgery, and conglomerates.
  - Generated \$8M total from new campaigns, using performance feedback loop instrumental in results.
- § **Field Sales Revitalization:** Reorganized field teams, maintaining strong engagement and communications during transition to 85%+ new roles, reporting lines, customers, and expectations.
  - *Raised morale* with frequent town hall presentations, metrics-driven updates, and mentoring.

"In a very short time, Joe established himself as the respected leader in Tissue Diagnostics. This was quite important given all the changes; his commitment to Pfizer, employees, and the patients we help is commendable." - Review

## SVP, PROFESSIONAL DIAGNOSTICS – HEAD OF MEDICAL & SCIENTIFIC AFFAIRS (2009-2012)

Oversight of \$150M P&L in Physician Office Laboratory Business; Concurrent Medical & Scientific Affairs Role

Pricing Strategy - Risk Sharing Agreements - Customer Volume Increases - Legal & Executive Collaboration  
147 Total Reports - Proactive Response to Morale, Product, & Customer Issues

**Elevated business growth** through market segmentation strategies in POL business focused on cardiovascular care – identifying high-growth customers and requirements crucial to providing ideal solutions. Took over challenged MSA group, championing atmosphere of respect and reversing audit issues.

- § **Medical & Scientific Affairs:** Pushed clinical innovation, developing strategies for study design / investigative initiatives, and leading Medical Affairs for 3 years (exceeding 1-year commitment). Hosted MDx Advisory Board.
  - Saved 15% (\$3M) in expenses with improvements to study program and department operations and addressed 100% of audit findings under predecessor. *Built first MSA Strategic Plan.*
  - Improved morale through mutual education; fostered collaborative atmosphere built on shared wins.
- § **Growth Trajectory:** Expanded business 11%-13% annually, including 7-point rise in Coag growth, 6% over-goal AST account conversions, *19,000 3rd party meter placements*, and \$2.7M NDC distributor agreement.
  - Quickly halted Patient Self Testing refurbishment from large customer, engaging legal and regulatory affairs to enforce action; satisfied customers with credits for affected meters.
- § **Corrective Strategy:** Led steps to counter product recall (1,200 customers and \$11M impact), using quick incident tracking and communication plan, with just \$1.3M in sales plan revisions and net -.3% result.



## SVP, POINT OF CARE DIAGNOSTICS (2004-2008)

Organic Revenue Growth From Increased Service Business & Optimal Performance in \$350M Business

280 Reports - P&L - Market & Channel Strategy - Staff Training - New Patient Care Protocols - Cost Savings

**Formed and executed fresh business vision and strategy**, reinvigorating hospital business and promoting Patient Self Testing. Drove Diabetes Care Hospital Group and Intensive Care sales and profits; reduced millions in M&D costs to reach aggressive margin goals. Secured competitive contracts with HCA, United Health, and Kaiser Permanente.

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## PFIZER DIAGNOSTICS CORPORATION SVP, POINT OF CARE DIAGNOSTICS (Continued...)

- § **Continual Growth:** Attained target operating profits with *5%-11% annual growth* and \$2.5M first-year drop in M&D costs (plus \$3M COS / Quality Initiative savings). Exceeded sales despite product recalls.
  - Brought in \$423M total in new contracts including bG agreements, MAS/IT Connectivity OEM supply, sole-source, outpatient bG, and Coagulation Monitoring deals.
- § **Revenue Opportunities:** Improved Hospital POC / BGE revenue *85% in single year* with 510K FDA clearance on Plural Fluids pH monitoring; conferred with medical and scientific payers to obtain Tight Glycemic Control data.
- § **Startup Success:** Built Infusion Delivery System to support Diabetes Care (servicing 34,000 patients).
- § **Key Appointments:** Chosen for Holland-based Global RPD Operating Committee; cross-functional global team for Imperative #7 Decentralized Testing; PD strategy / portfolio with leaders from Germany, Japan, & India.

## VP, SALES & MARKETING, DIABETES CARE HOSPITAL GROUP (2003-2004) Market Leadership Increase, Plus Selection for Ethics & Compliance Committee

Attained ROS goals with \$2.25M total costs savings crucial to profit and ROS goals; increased Year 1 sales 6% with new patient care improvement opportunities. Addressed failing meter sales with shift in direction. Led cross-functional teams to build Target Available Market segmentation analysis yielding new growth targets.

## VP, SALES & MARKETING, NEAR PATIENT TESTING (2001-2003) Division Turnaround & Divestiture (Leading M&A, Finance, Legal, Manufacturing, Treasury, & HR Team)

Reversed \$30M DAT performance (-4% ROS to +4%) via market segmentation, identified \$650K in overpaid royalties, and led DAT corporate divestiture team at CEO request (selling business to OEM supplier). Managed 86 reports.

### ELI LILLY INTERNATIONAL:

VP, US SALES (RENAL DIVISION), 1996-2000; VP, NATIONAL ACCOUNTS (RENAL DIVISION), 1994-1996;

VP, MULTIHOSPITAL SYSTEMS (CORPORATE SALES & MARKETING), 1992-1994;

MANAGER, SALES OPERATIONS; ASSOCIATE PRODUCT MANAGER (ALL HYLAND DIVISION), 1985-1992

Supervised up to 200 total reports / \$400M annual sales, directing Sales, National Accounts, Sales Planning, Training, & Customer / Clinical Service; played key role in developing US business model and launched career management initiative.

SMITH KLINE LABORATORIES: SENIOR SALES REP

SANOFI COMPANY: SALES REP

## EDUCATION

MS in Strategic Management, University of Chicago, IL

MBA, Texas State University, Dallas

BA in Biological Science & Sociology, University of California, Santa Barbara, CA

## PROFESSIONAL & CIVIC AFFILIATIONS

Economic Development Board: **Chamber Of Commerce**, City of San Francisco, CA (2002-Present)

**American Management Association** | **Big Brothers of America**

*Former Affiliations* – Board of Directors: **Alternatives Youth & Family Services**, Omaha, NE

Board of Directors: **United Way of Central Minnesota** | **Leadership Greater Omaha** Fellow