

THIRD ANNUAL

PHARMACEUTICAL SALES TRAINING & DEVELOPMENT CONFERENCE

Capitalizing on Technological Innovations in Virtual Learning, Maximizing Resources while Maintaining an Effective Sales Training Department and Continuously Coaching Sales Representatives and Managers

PROGRAM OVERVIEW:

Throughout the Pharmaceutical industry, executives responsible for the training, education and development of highly diversified sales forces are constantly working to evolve their training and educational programs in order to meet the needs of their organizations. The development and execution of educational programs that meet the needs of trainees as well as managers, coaches and executives is a continual challenge, especially during times of economic restriction, where keeping training a priority is more difficult than ever before. As the Pharmaceutical industry continues to face changes, especially those caused by healthcare reform and shifting priorities of healthcare professionals, trainers must evolve their training practices in tandem in order to effectively and appropriately deliver training that meets the needs of the corporation.

The 2013 Q1 Pharmaceutical Sales Training & Development Conference will address a wide variety of the challenges and opportunities that exist today, and which have changed dramatically over the past twelve months. As the trends towards doing more with less resources and funds has continued, management development, coaching and leadership have emerged as some of the most essential topics that must be discussed during this program. While technology is also at a forefront of importance for pharmaceutical trainers and educators, the focus of technology has shifted to understanding how to measure effectiveness of training as well as create a blended learning environment that is flexible and meets the evolving needs of the organization.

Throughout the 2013 program, sessions will meld formal presentations and case studies as well as adult learning and hands-on educational sessions to provide participants with the greatest possible learning opportunity. As with all Q1 meetings, a variety of perspectives will narrate the program content, providing both industry leaders as well as key thought leaders from outside of the pharmaceutical industry, including academics and legal points-of-view; this will allow for a well-rounded and comprehensive learning opportunity.

CONFERENCE SPONSORS:



THE BROOKS GROUP



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DISTINGUISHED PRESENTERS INCLUDE:

Dorothy Leeds
Author, Trainer & Keynote Speaker
ORGANIZATIONAL TECHNOLOGIES, INC.

Ronald Schanze
Senior Director & Team Leader, Representative Training
PFIZER

Bob Holliday
Director, Product Training & Curriculum Development
BOEHRINGER INGELHEIM PHARMACEUTICALS, INC.

Marci Bloch
Senior Director, Training & Development
GENZYME

Dan Skoubye
Associate Director, Sales Learning
BRISTOL-MYERS SQUIBB

Kim Catania
Senior Director, Commercial Training & Leadership Development
ACORDA THERAPEUTICS

Sonja Bjork
Director, Sales Training
PRUDENTIAL

Tom Schencker
Director, Sales Training
WALGREENS

Ke Zhang
Associate Professor
WAYNE STATE UNIVERSITY

Carl Abbott
Senior Manager, Training & Development
TEVA RESPIRATORY

Mike Ballas
Senior Director, Client Solutions
BIG COMMUNICATIONS

Paul Short
Director, Field Training & Development
VERTEX PHARMACEUTICALS

James Romigh
Director, Sales Training
LUPIN PHARMACEUTICALS

Jeff Taylor
Senior Director, Strategic Capabilities
SANOVI-AVENTIS

Michael Edwards
Director, Sales Training
LEO PHARMA

Natasha Velikoselskiy
Senior Manager, Learning & Development
OTSUKA AMERICA PHARMACEUTICAL, INC.

Jeff Day
Associate Director, Sales Training & Development
WARNER CHILCOTT

Vanice Hayes
Director, Sales Training & Development
DELL

Eduardo Bryant
Director, Training – Global
APRICUS BIOSCIENCES

Eric J. Brand
Director, Sales Operations
ARCHIMEDES PHARMA

Jewell Tonkel
Senior Training Manager, Collaboration Field Enablement
CISCO SYSTEMS

Daniel Kaplinski
Director, Training & Development
BAYER HEALTHCARE PHARMACEUTICALS

Dr. Braydon Johnson-McCormick
Chief Executive Officer
RVIBE

Deborah Reid
Senior Director, Commercial Training & Development
REGENERON PHARMACEUTICALS

MEDIA PARTNERS:



DAY ONE / THURSDAY, APRIL 4

THIRD ANNUAL PHARMACEUTICAL SALES TRAINING & DEVELOPMENT CONFERENCE

7:00 REGISTRATION & CONTINENTAL BREAKFAST

7:50 OPENING REMARKS

8:00 SHOWSTOPPING TRAINING! HOW TO KEEP THE ADULT LEARNER ENGAGED

A key driver for sales trainers in developing content for training is to keep sales representatives engaged to maximize retention outcomes. In order to achieve lasting results, trainers must incorporate learning activities that utilize right-brain functions and adult learning principles. Dorothy Leeds, an expert in sales training and author of *The 7 Powers of Questions and Power Speak*, will provide attendees with proven theatrical and creative learning techniques to multiply and accelerate learning and retention.

Dorothy Leeds, Author, *Trainer & Keynote Speaker*
ORGANIZATIONAL TECHNOLOGIES, INC.

8:45 SELLING SKILLS AND STRATEGIES IN A WORLD OF ADVANCING TECHNOLOGY

As the pharmaceutical industry continues to evolve and technology continues to advance, sales training curriculum that addresses selling skills and strategies should also change quickly to match current customer and marketplace needs. Although companies are anxious to incorporate new digital media into training initiatives, trainers should not let the novelty of technologies such as eLearning and virtual learning jeopardize the need for continuing focus on proven selling skills and strategies. Sales trainers, alongside sales management, strive to identify appropriate strategies for the current customer and encourage sales reps to trade in old habits for successful selling techniques. In addition to modifying curriculum, trainers and senior management must alter expectations and criteria for sales competencies in new-hires, so that a pharmaceutical company is always hiring and training with the current and future marketplace in mind.

- Updating training curriculum on selling skills
- Understanding current customer needs
- Changing profile of a sales executive

James Romigh, Director, Sales Training
LUPIN PHARMACEUTICALS

9:30 COFFEE & NETWORKING BREAK

10:00 COLLABORATING ACROSS MULTIPLE DEPARTMENTS IN PRIORITIZING CONTENT FOR SALES TRAINING

With many stakeholders involved in the development of sales training materials, prioritization of content becomes critical not to drown sales representatives with a flood of information. In order to achieve superior training results, sales trainers must focus on only teaching relevant information and equipping sales representatives with tools needed to excel in the field. Trainers should also work with sales, marketing and other departments to establish criteria for evaluating issues that require additional training or simply further direction and coaching. As such, training executives should meet with senior leadership early on to align company and departmental goals.

Paul Short, Director, Field Training & Development

VERTEX PHARMACEUTICALS

10:45 PLANNING AND IMPLEMENTING AN EFFECTIVE PRODUCT LAUNCH TRAINING CURRICULUM

With ever decreasing timelines and budgets to execute effective training for launch products, it is more critical than ever for Training teams to be partners in the overall launch planning process, as well as to effectively plan long before the actual launch event. Partnering with internal Marketing, Legal, Regulatory and Medical teams and others, as well as external vendor/partners is critical to the success of the launch and the overall Training plans.

- Launch planning timelines
- Setting clear expectations with broader team
- Creating curriculum for new product launches
- Launch training vendor selection and partnering

Bob Holliday, Director, Product Training & Curriculum Development
BOEHRINGER INGELHEIM PHARMACEUTICALS, INC.

11:30 ENSURING EFFECTIVE COMPLIANCE TRAINING FOR SALES REPRESENTATIVES

Sales trainers create a robust training curriculum on compliance matters to ensure sales representatives meet requirements put forth by the FDA and other regulatory bodies. Guaranteeing that a sales representative engages in compliant discussions with physicians becomes especially difficult with an experienced sales force which previously did not work under a strict compliance environment. Sales trainers must develop an effective training format, establish an appropriate training frequency and institute reinforcement activities in order to drive home the severity of remaining compliant.

- Incorporating compliance into all parts of training
- Utilizing internal compliance executives during training
- Engaging physicians in a compliant manner
- Reinforcement activities to ensure a sale rep's understanding

Kim Catania, Senior Director, Commercial Training & Leadership Development
ACORDA THERAPEUTICS

12:15 LUNCHEON FOR ALL ATTENDEES, SPEAKERS & SPONSORS

1:45 WORKSHOP: CONVERTING LIVE-IN-PERSON NEW HIRE TRAINING TO A BLENDED APPROACH FOR ACCELERATED NEW HIRE RAMP

Faced with corporate directives of "less travel", companies are looking for creative methods to deliver successful Sales New Hire Ramp Programs virtually without compromising on content or the value of creating "new hire camaraderie". A blended approach can be an effective option utilizing training vehicles such as self-paced eLearning, live virtual classes, social media tools, peer tutoring, and effectively facilitating SME "training not telling" techniques.

- What topics are best suited for self-paced eLearning?
- How do I create a team in a virtual environment?
- How long is acceptable for self-paced eLearning or a live virtual class?
- How do I measure success?

Jewell Tonkel, Sr Training Mgr, Collaboration Field Enablement, **CISCO SYSTEMS**

1:45 WORKSHOP: REDUCING TURNOVER & INCREASING SALES NUMBERS: CAREER DEVELOPMENT OF TOP EXECUTIVES & MANAGERS

Too often training initiatives are heavily geared towards new-hire and inexperienced sales representatives, leaving experienced and high-performing sales executives desiring continued education and learning opportunities. Many companies admit that the higher up the executive ladder, the less development opportunities are offered for those leaders, as sales training initiatives are oftentimes short-sighted since deadlines for training new-hires or bringing sales executives up-to-speed on new products are fast approaching. However, focusing more attention and resources on management development of sales executives can have long-term beneficial effects as it proves to be a major factor in decreasing turnover rates and increasing sales numbers.

TRAINING AND DEVELOPING TOP SALES EXECUTIVES INTO MANAGERS

- Creating opportunities for career development
- Gap analysis: criteria needed to become a manager
- Training vs on-the-job experience

COACHING TO EXCELLENCE: LEADERSHIP SKILLS FOR SALES MANAGERS

- Conveying importance of management training
- Providing consistent leadership development opportunities
- Feedback and coaching techniques for sales managers

Michael Edwards, Director, Sales Training, **LEO PHARMA**

3:15 COFFEE & NETWORKING BREAK

3:45 PANEL DISCUSSION: BEYOND INITIAL TRAINING: CONTINUOUS DEVELOPMENT THROUGH COLLABORATION WITH SALES MANAGERS

As the cornerstone for impacting and changing selling behaviors lies in reinforcement and continuous training, sales trainers must work closely with sales managers in coaching and further developing representatives. A Wilson Learning study shows that sales training becomes 67 percent more effective when accompanied by improvements in the sales environment, including sales managers coaching and supporting application of the learning and the implementation of tools to sustain new skill sets. A lively discussion between trainers and district, regional and top sales managers will provide attendees with strategies for effective collaboration that increases retention rates and transforms selling behaviors.

- Building rapport with sales managers
- Strengths-based coaching and valuable feedback
- Sales manager perspective on training initiatives

TBD, BIG COMMUNICATIONS

Deborah Reid, REGENERON PHARMACEUTICALS

Paul Short, VERTEX PHARMACEUTICALS

Bob Holliday, BOEHRINGER INGELHEIM PHARMACEUTICALS, INC.

Sonja Bjork, PRUDENTIAL

4:30 INVIGORATING VIRTUAL LEARNING TO MAXIMIZE TRAINING OUTCOMES

As cost constraints continue to increase, companies are placing a greater focus on developing virtual learning courses, with some companies even replacing face-to-face training with virtual learning. Distance learning provides companies with a solution for reducing cost and minimizing time that sales representatives spend outside of the field. Although studies show that face-to-face learning environments offer better results in retention, sales trainers seek to energize virtual curriculum design to achieve similar or greater results. The key to overcoming challenges associated with virtual learning lies in the identification of effective ways to engage a learner virtually.

- Type of content most suitable for virtual learning
- Engaging exercises and content to increase retention rates
- Balancing virtual and face-to-face learning

4:30 SANOFI-AVENTIS CASE STUDY

Jeff Taylor, Senior Director, Strategic Capabilities, **SANOFI-AVENTIS**

Dr. Braydon Johnson-McCormick, Chief Executive Officer, **RVIBE**

5:15 PFIZER CASE STUDY

Ronald Schanze, Sr. Director & Team Leader, Representative Training, **PFIZER**

5:45 DAY ONE CONFERENCE CONCLUSION

CHOOSE A WORKSHOP

DAY TWO / FRIDAY, APRIL 5

THIRD ANNUAL PHARMACEUTICAL SALES TRAINING & DEVELOPMENT CONFERENCE

7:30 REGISTRATION & CONTINENTAL BREAKFAST

7:50 OPENING REMARKS

8:00 BEST PRACTICES FOR EFFECTIVELY TRAINING A SALES FORCE WITH IPADS AND OTHER DIGITAL MEDIA

Many pharmaceutical companies have now completely transitioned to digital assets with sales forces using iPads to display clinical and promotional materials and sales trainers conducting learning activities through mobile platforms. With the novelty of implementing iPads slowly passing, companies now need to take a step back and employ a thoughtful, comprehensive strategy for iPad utilization. This session will begin with a case study that will provide attendees with key considerations for adapting in an iPad-driven environment, followed by a panel discussion that will highlight successful strategies for additional digital media.

8:00 CASE STUDY: NEXT STEPS IN IPAD UTILIZATION TO MAXIMIZE SALES TRAINING

- Identifying a strategy for iPad usage
- Learner engagement through mobile learning
- Challenges faced in training with iPads

Daniel Kaplinski

Director, Training & Development

BAYER HEALTHCARE PHARMACEUTICALS

8:30 PANEL DISCUSSION: ORGANIZATIONAL STRATEGIES FOR TECHNOLOGY INTEGRATION

- Keeping up with technology trends
- Technologies used in a virtual learning environment
- Examples of successfully integrating digital assets

Michael Edwards, Director, Sales Training

LEO PHARMA

Daniel Kaplinski, Director, Training & Development

BAYER HEALTHCARE PHARMACEUTICALS

Tom Schencker, Director, Sales Training

WALGREENS

Dr. Braydon Johnson-McCormick, Chief Executive Officer

RVIBE

Vanice Hayes, Director, Sales Training & Development

DELL

9:15 COFFEE & NETWORKING BREAK

9:45 BIG COMMUNICATIONS' CASE STUDY PRESENTATION

Product launches are among the most challenging assignments for nearly any training department. They can be filled with ambiguity, changing timelines, diverse learner needs, multiple stakeholders - often with competing priorities - and budget constraints, to name a few. Exacerbate this by taking on the first branded launch for a company with all eyes focused on success by senior management in a brand new disease state and formulation and one can begin to understand the challenges faced by TEVA Respiratory and Big Communications. During this session, attendees will understand the magnitude of this assignment, the multiple considerations in play as well as the unique approach and solution executed to ensure the success of the launch. The objective is to provide attendees with information and strategies to utilize in a complex product launch.

Carl Abbott, Senior Manager, Training & Development

TEVA RESPIRATORY

Mike Ballas, Senior Director, Client Solutions

BIG COMMUNICATIONS

10:30 WORKSHOP: ORGANIZATIONAL PSYCHOLOGY: UTILIZING CROSS-DISCIPLINARY KNOWLEDGE TO ENGAGE ADULT LEARNERS

Natasha Velikoselskiy

Senior Manager, Learning & Development

OTSUKA AMERICA PHARMACEUTICAL, INC.

10:30 WORKSHOP: UTILIZING EMERGING TECHNOLOGIES & SOCIAL MEDIA TO BUILD AN INFORMAL LEARNING COMMUNITY

Ke Zhang

Associate Professor

WAYNE STATE UNIVERSITY

12:00 LUNCHEON FOR ALL ATTENDEES, SPEAKERS & SPONSORS

1:00 ESTABLISHING EFFECTIVE COMMUNICATION SKILLS & COACHING SALES REPS TO BECOME A VALUABLE CLINICAL RESOURCE

The success of sales representatives can be directly linked to value demonstrated during interactions with physicians and medical staff. As the healthcare landscape continues to evolve, sales executives must be aware of factors that influence a physician's decision to purchase. Sales representatives should be confident with engaging physicians in a limited amount of time and tailoring a message for physicians based on background product knowledge. Additionally, training should address how to effectively respond to clinical questions regarding a product and facilitate a patient-centric rather than a product-focused discussion.

Jeff Day, Associate Director, Sales Training & Development

WARNER CHILCOTT

TBD, VERILOGUE

2:00 TELL A STORY & BRING SALES TRAINING TO LIFE

Research indicates that using stories, analogies and examples enhance training, and to embrace this principle means changing the way trainers teach with unexpected impact in the classroom. Practical coaching is all many trainers need to get started. Surprisingly, applying this principle can even change the way trainers build workshops that are handed off to others (e.g., district managers) to facilitate.

Dan Skoubye, Associate Director, Sales Learning

BRISTOL-MYERS SQUIBB

2:45 COFFEE & NETWORKING BREAK

3:15 DELIVERING RESULTS TO SENIOR MANAGEMENT AND MEASURING TRAINING OUTCOMES

Measuring the success of a training program continues to be a chief topic of interest and concern amongst sales trainers. Trainers seek strategies for measuring training efforts beyond traditional product knowledge tests, through identifying changing behaviors in selling skills and practices. Additionally, demonstrating to upper management the positive impact and benefits of training to the sales rep and the overall business growth can be a considerable challenge. Cultivating a better relationship with senior management can provide trainers with the opportunity to be involved in top-level business and sales discussions.

ASSESSING EFFECTIVENESS OF TRAINING EFFORTS

- Assessing sales reps from initial hire through post-training initiatives
- Behavior analysis: are sales reps implementing techniques learned?
- Differentiating between a coaching and training issue

BECOMING A BUSINESS PARTNER: SHOWCASING THE VALUE OF SALES TRAINING

- Effective training helps drive revenue
- Strategies for presenting results to senior executives
- Getting buy-in from senior management: resources and funding

Marci Bloch, Senior Director, Training & Development

GENZYME

4:15 PANEL DISCUSSION: DOING MORE WITH LESS: MANAGING A DEPARTMENT WITH MINIMAL RESOURCES

In recent years, the pharmaceutical industry has experienced severe budget cuts creating considerable challenges for sales training departments including reductions in resources, capacity and time. Sales trainers struggle to balance reduced budgets with senior management's raised demands for training. Whether it is a small pharmaceutical company with a training department of one or a multi-national enterprise tightening budgets, trainers look for examples and success stories in maximizing resources while still creating effective learning curriculum that produces superior training results.

Eduardo Bryant, Director, Training - Global

APRICUS BIOSCIENCES

Eric J. Brand, Director, Sales Operations

ARCHIMEDES PHARMA

Jeff Taylor, Senior Director, Strategic Capabilities

SANOFI-AVENTIS

Kim Catania, Senior Director, Commercial Training & Leadership Development

ACORDA THERAPEUTICS

Deborah Reid, Senior Director, Commercial Training & Development

REGENERON PHARMACEUTICALS

5:00 CLOSING REMARKS & CONFERENCE CONCLUSION

CHOOSE ONE

THIRD ANNUAL PHARMACEUTICAL SALES TRAINING & DEVELOPMENT CONFERENCE

APRIL 4-5 / ATLANTA, GA

WHO SHOULD ATTEND:

Executive sales leadership from organizations looking to enhance and continue the development of the sales training function within their organizations will be the primary target participant for the Q1 2013 Pharmaceutical Sales Training & Development Conference. Executives with the following job title or function will be of the most appropriate match:

- Sales Training
- Education
- Learning & Development
- Leadership
- Sales Management
- Sales Force Effectiveness
- Performance Development
- Sales Strategy & Operations

SPONSORSHIP OPPORTUNITIES:

At this time, there are a variety of sponsorship and exhibition opportunities available to organizations looking to enhance their exposure to this exciting and evolving group of executives. Packages range from table-top displays through to keynote presentations, sponsorship cocktail hours as well as personalized packages to suit every budget. At this time services and products being researched include:

- Sales Strategy & Training Consultants
- eLearning Solutions
- Mobile Learning Solutions
- Vendor Credentialing Software & Solutions
- Sales Force Effectiveness Strategies
- Virtual Learning Solutions
- Performance Measurement Solutions
- Business Intelligence Tools & Software
- Content Development & Management
- Instructional Design & Development
- Adult Learning Expertise

KEY SPEAKER HIGHLIGHT:



Dorothy Leeds
Author, Trainer & Keynote Speaker
ORGANIZATIONAL TECHNOLOGIES, INC.

- Dorothy integrates proven theatrical, creative learning techniques to multiply and accelerate your learning and retention.

She is the only sales training speaker in the business who combines an 8-year Broadway career with 22 years of hands-on business experience – as an executive, a business owner, and a consultant.

- In each of her presentations, Dorothy covers many new and essential points not covered by any other speaker, anywhere else.
- A worthy role model, Dorothy Leeds is a wife and mother, has had several successful careers, has triumphed over cancer, is an avid jogger, and overcame a passive, depressed, unassertive childhood to become an inspirational, energetic, internationally acclaimed author and keynote speaker.

PREVIOUS ATTENDEES INCLUDE:

Dir., Training & Development, **ABBOTT LABORATORIES**
Training Manager, **ACTELION PHARMACEUTICALS**
Director, Training, **ACTELION PHARMACEUTICALS**
Manager, Sales Training, **AMAG PHARMACEUTICALS**
Director, Sales Operations, **ARCHIMEDES PHARMA**
Director, Sales Training, **ASTELLAS PHARMACEUTICALS**
Senior Manager, Learning Technologies, **ASTRAZENECA**
Group Dir., Comm. Dev. & Training, **BAXTER BIOSCIENCE**
National Sales Trainer, **BAYER CANADA**
Dir., Sales Training & Development, **BAYER HEALTHCARE**
Deputy Director, Sales Analytics, **BAYER HEALTHCARE**
Associate Director, Sales Leadership Development, **BMS**
Associate Director, Sales Learning, **BMS**
Director, Sales Training & Development, **BMS**
Instructional Designer, Global Learning Dev., **BMS**
Associate Manager, Sales Learning, Virology Team, **BMS**
Sales Training Manager, **BOEHRINGER-INGELHEIM**
Senior Manager, Sales Training, **CSL BEHRING**
Director, Training & Development, **EISAI**
Director, Oncology Sales Training, **ELI LILLY**
Associate Director, Sales Training, **EMD SERONO**
Director, Sales Training, **EMD SERONO**
Sr. Mgr., Management Dev., **ENDO PHARMACEUTICALS**
Sr. Mgr., Sales Training & Dev., **ENDO PHARMACEUTICALS**
Corporate Account Director, **ENDO PHARMACEUTICALS**
Senior Training Manager, **ENDO PHARMACEUTICALS**
National Sales Training Mgr., **ISTA PHARMACEUTICALS**
Sr. Dir., Sales Training & Development, **JANSSEN BIOTECH**
Dir., Academic & Site Care Training, **JANSSEN BIOTECH**
Director, Immunology Training, **JANSSEN BIOTECH**
Director, Training & Dev., **JANSSEN PHARMACEUTICALS**
Director, Sales Training, **JANSSEN PHARMACEUTICALS**
Sales Training Manager, **LUNDBECK**
Sales Training & Development Manager, **LUNDBECK**
Director, Sales Training & Development, **LUNDBECK**
SVP, Sales & Marketing, **LUPIN PHARMACEUTICALS**
Director, Sales Training, **LUPIN PHARMACEUTICALS**
Leader, Brand Learning Curriculum, **MERCK & CO.**
Senior Manager, Sales Training, **MYRIAD GENETICS**
Sr. Dir., Sales & Marketing Operations, **MYRIAD GENETICS**
Manager, Sales Development, **MYRIAD GENETICS**
Head, Training/Adult Education Specialist, **NOVARTIS**
Manager, Sales Training & Development, **NOVARTIS**
Senior Director, Advanced Skills, **NOVARTIS**
Senior Director, Field Training, **NOVARTIS**
Senior Manager, Sales Training & Development, **OTSUKA**
Sr. Dir., Team Leader, Representative Training, **PFIZER**
Director, Sales Learning & Development, **PRONOVA**
National Sales Manager, **PROSTRAKAN**
Executive Director, Sales Training, **PURDUE PHARMA**
Director, Strategic Capabilities, **SANOFI AVENTIS**
Area Training Director, **SANOFI AVENTIS**
Senior Director, Diabetes Training, **SANOFI AVENTIS**
District Manager, **SHIONOGI**
Director, Sales Training, **SHIRE**
Director, Sales Training & Development, **SHIRE**
Associate Director, Sales Training, **SHIRE**
Senior Training Director, **TAKEDA PHARMACEUTICALS**
Sales Training Manager, **TRIAx PHARMACEUTICALS**
Sr. Mgr., Training & Dev., **VERTEX PHARMACEUTICALS**
Director, SFE, **WATSON PHARMACEUTICALS**
Mgr., Sales Training & Dev., **WATSON PHARMACEUTICALS**