

# Nancy R. Phelan

Nancy is an accomplished senior executive and thought leader with over 20 years' success in the healthcare and biotech industries. She is a passionate and compassionate leader of high performing teams with deep expertise in designing effective customer marketing strategies and building commercial capabilities that drive performance. Nancy's broad commercial leadership experience includes global commercial operations, marketing, sales, sales management, and market access, across specialty and primary care.

Nancy began her career with Xerox in the Management Training program. Fueled by seeing the power of treating allergies and asthma first hand, she pursued a career in healthcare and entered into pharmaceuticals as a sales representative for Schering-Plough, now Merck, and held several positions of increased responsibility including Senior Director, Consumer Communications responsible for Claritin DTC, the Claritin Rx to OTC switch and the consumer launch of Vytorin. Nancy and her team launched the first pharmaceutical online banner ad and were among the first in pharmaceuticals to launch a healthcare app and use gaming to engage consumers in health.

During her tenure at Wyeth, now Pfizer, she held leadership roles in global and US marketing and established a best in class customer and digital marketing organization. At Pfizer, Nancy was an Executive Director in Commercial Development, with a focus on building external collaborations with key stakeholders.

Nancy joined Bristol-Myers Squibb Company in 2011 as Vice President, Customer Strategy and Operations for the U. S. During her tenure, she held roles of increasing responsibility including Head, Worldwide Commercial Operations for all priority markets and therapy areas including Immuno-Oncology, Hematology, Immunoscience, Hepatitis, and Cardiovascular. She and her team delivered an industry record 130+ launches in 2015 and over 85 launches in 2016 worldwide.

Nancy is currently Senior Vice President, Commercial Growth at Outcome Health to drive innovation and commercial growth for the world's largest platform for actionable health intelligence. She is also an Executive Advisor for Innate Biologics, a pioneer in targeting, preventing and treating inflammation, an Independent Board Member for FemmePharma Consumer Health, an Advisory Board Member for Eved a software company transforming transparency in the meetings and events industry and serves on the Pharma Digital Health Roundtable Steering Committee.

Select highlights of recognition that Nancy has received include:

- Pharma 360 Elite 2015
- DTC Perspectives DTC Hall of Fame Award, 2011
- Working Mother Magazine Cover Mother, 2008
- Pharmaceutical Executive "45 under 45: The Change Generation" Emerging Leaders List, 2008

Select highlights of speaking engagements include:

- 2018, 2017 Guest Lecturer, NYU Stern, Health Economics: Patients and Caregivers as a Source of New Value
- 2015 MM&M Keynote Speaker: “Digital Transformation of Product Launch”
- 2014 Pennsylvania Conference for Women Panelist: It’s All About a Brand New Brand YOU! Tips to Market and Promote Yourself
- 2013 MM&M Virtual Keynote: Trends Driving Change: “The Future of Pharma”