

Patrick McCauley, MBA, JD

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CHIEF COMMERCIAL OFFICER (CCO)

LEADERSHIP AGILITY | COMMERCIAL DESIGN AND BUILD | PRODUCT LAUNCH TO MARKET LEADERSHIP

Biopharmaceutical executive who builds Commercial teams, launches innovate products, and scales into market leadership and profitability. Agile leader who creates stakeholder engagement through strategic P&L tradeoffs and peer advocacy. Builds and Inspires world class teams – including the multi-year #1 ranked Urology/OBGYN team in the US. Deep disease state experience in Oncology (Prostate Cancer), HIV/AIDS, Parkinson’s Disease, Stroke/Pulmonary, and Urinary Incontinence.

- ▶ **Launched 3 products to over \$1B in revenues** and achieved market leader positions (VESIcare®, Myrbetriq®, and Xtandi®).
- ▶ **Led the US Commercial build and growth** of Yamanouchi Pharma America (pre-NDA) into \$4B+ Astellas Pharma US.
- ▶ **Advanced the company vision through advocacy** with Analysts, Quarterly Earnings Calls, and the Board of Directors.

AREAS OF EXPERTISE

P&L Ownership Gross to Net	Strategy & Execution	Sales Leadership
Revenue & Accelerated Growth	Marketing & Branding	M&A Due Diligence
Stakeholder Relations	Sales Training	Cultural Alignment
Incentive Compensation Design	Turnaround & Change Management	Strategic Partnerships
New Product Development & Launch	Executive Presentations	Co-promotions

CAREER HISTORY



JPM CONSULTING • Naples, FL

2020 – Present

Advise and partner with Healthcare Executives and Founders on mission-critical priorities to elevate execution and profitability.

STRATEGIC ADVISOR & PARTNER

- **GLG Institute Faculty Advisor:** Selected to develop strategic roadmap for Oncology franchise during a client’s FDA approval delay.
- **Led new product strategic planning,** including Pre-launch market preparation, KOL engagement, customer segmentation, and market research.
- **Provided financial and strategic tradeoffs throughout the** Contract Manufacturing/Research Process, including outsourcing vs. internal investment.
- **Designed strategies for attracting and retaining top talent,** including motivational ST/LT Incentive Compensation Plans aligned to KPIs.



MANKIND CORPORATION • Westlake Village, CA

2017 – 2020

MannKind (NASDAQ: MNKD) develops and commercializes therapeutic products for diseases and is an innovator in groundbreaking inhalation technology. Acquired Afrezza® from Sanofi in 2016.

CHIEF COMMERCIAL OFFICER | EVP (JUL 2017 – MAY 2020)

Led strategic planning and execution for the Commercial organization across Marketing, Sales, Sales Operations, Market Access, Sales Training, and the Afrezza® Customer Support Center. Built corporate strategic plans as member of the executive team. Earned support of Board of Directors and strategic partners by crafting and delivering presentations on Quarterly Earnings Calls, Board of Director meetings, and Annual Shareholder meetings.

- **Catalyzed annual revenues ~6x within 3 years,** from \$11M to \$63M, through sales force reorganization, rebranding, new customer segmentation, and dosing optimization & simplification.
- **Captured incremental revenue** by spearheading a comprehensive Afrezza® product rebranding initiative, pivoting to a hyperfocus on commercially insured Type 1 diabetes patients with continuous glucose monitors.

- **Fueled sustainable business growth** by supporting worldwide license and collaboration agreement for Treprostinil Technosphere® – resulting in a \$95M agreement with United Therapeutics.
- **Increased paid claims conversions 28%** by creating a national Specialty Pharmacy distribution network and Customer Experience Center. Drove cost savings by simplifying patient onboarding, increasing adherence, and improving gross-to-net performance.
- **Achieved \$5M in cost savings and optimized headcount** through organizational redesign and restructuring. Conducted rationalization and streamlined the sales organization from 99 to 76 territories.
- **Advanced capital market development** by participating in investor road shows and analyst meetings to reinforce Commercial strategy and vision. Grew analyst coverage from 1 to 6.
- **Built culture of high-performance**, earning company's highest department engagement survey score (2019), beating industry benchmark.



ASTELLAS U.S. • Northfield, IL | Houston, TX

2002 – 2017

American subsidiary of Astellas (TYO: 4503), an \$11B+ Japanese pharma formed in 2005 following merger of Yamanouchi Pharmaceutical Co., Ltd., and Fujisawa Pharmaceutical Co., Ltd.

VICE PRESIDENT, WESTERN U.S. (JUL 2014 – JUL 2017)

Earned numerous promotions and accolades within Astellas and Yamanouchi, directly catalyzing growth from 38 to 3K+ employees, and into a multibillion-dollar organization across Oncology and Urology/PCP segments.

- **Motivated Urology/Primary Care salesforce of 600+** leaders and representatives in promoting Myrbetriq®, VESIcare®, and Xtandi®.
- **Doubled market share growth for Myrbetriq®** (22% actual v 10% goal); ~\$1B franchise exceeded forecasts for 5 straight years. Achieved results by creating the highest ranked engaged culture within the organization.
- **Launched Xtandi® within Urology** and captured incremental market share while maintaining market leadership in OAB franchise.
- **Ensured strategic alignment and execution for Xtandi®** by collaborating with Oncology sales & marketing partners for clinical training and field execution within the Urology customer segment.

VP, COMPLIANCE | REGIONAL COMPLIANCE OFFICER OF THE AMERICAS (AUG 2012 – JUL 2014)

Established North and South America Compliance program and Americas' region strategic vision. Revamped global Compliance departments to reinstate organizational trust, mitigate risk, and conduct business with the highest ethical standards.

- **Instituted Compliance Excellence Initiative (CEI)**, partnering on training, education, and communication to support laws and policies for the Americas Region.
- **Created and presented the Americas Region Annual Compliance Plan** and earned approval from the board of directors.
- **Achieved regulatory compliance** by overseeing the corporate hotline, conducting compliance investigations, and creating training on PhRMA Code certification, Sunshine Act reporting, ethics, code of conduct, promotion guidelines, and anti-bribery & corruption.

AREA VICE PRESIDENT, WESTERN U.S. (JAN 2012 – AUG 2012)

Fueled franchise evolution and employee engagement by creating and championing leadership, training, engagement, communication & feedback, and formal mentorship programs.

- **Launched Myrbetriq® and enabled it to eventually become #1 in OAB** without cannibalizing market leader VESIcare®.
- **Exceeded regional VESIcare® and Protopic® sales forecasts and goals** by motivating a specialty/PCP sales team of 335+.

SENIOR SALES DIRECTOR, SOUTH-CENTRAL • Houston, TX (APR 2006 – DEC 2011)

- **Motivated Urology/OBGYN sales team of 80+** to achieve 1st place national ranking for 5 consecutive years.
- **Drove engagement and culture** by creating the Area Leadership Council and peer-nominated MVP Awards.


YAMANOUCHI PHARMA AMERICA (YPA) • Paramus, NJ
2002 – 2006

U.S. arm of Yamanouchi Japan's 2nd-largest pharmaceutical company, which became Astellas Pharma after a 2005 merger.

NATIONAL DIRECTOR, SALES | COMMERCIAL OPERATIONS (MAR 2002 – APR 2006)

Established the startup Sales and Commercial Operations capabilities as the 2nd Commercial employee hired 2 years before FDA approval of VESicare®. Engaged with Yamanouchi Pharma Japan's C-Suite to develop and align business and commercialization strategies.

- **Pioneered Sales and Commercial operation and infrastructure.** Defined U.S. territory footprint, designed messaging and branding, created call plan and customer segmentation, and built training curriculum. Recruited, hired, and trained sales team of ~135.
- **Launched and drove VESicare® to become #1 product in overactive bladder (OAB),** capturing market share from J&J and Pfizer.
- **Ensured successful company and product launch by securing support** from corporate executive team in Japan, as one of 3 U.S. liaisons serving in senior leadership capacities prior to 2004 hire of a U.S. based CEO.
- **Expanded into Primary Care HCP segment** by building and nurturing strategic partnership with GlaxoSmithKline (GSK).
- **Recognized for designing a solution for a complex business situation** after receiving a 1-year delay in the FDA approval process. Retained sales team by finessing a pre-approval relationship development & outreach strategy, in compliance with FDA regulations.

EARLY CAREER

Bristol Myers Squibb | District Business Manager, Northeast U.S. – Wilmington, DE

Dupont Pharmaceuticals | Virology Field Director, Northeast U.S. – Wilmington, DE *Elevated through multiple roles to drive \$70M in annual revenue for Sustiva®, the leading NNRTI for treatment of HIV/AIDS.*

EDUCATION

M.B.A. KELLOGG SCHOOL OF MANAGEMENT at NORTHWESTERN UNIVERSITY (Evanston, IL)
Doctor of Jurisprudence (J.D.) SOUTH TEXAS COLLEGE OF LAW (Houston, TX)
Bachelor of Arts (B.A.), Economics UNIVERSITY OF NOTRE DAME (South Bend, IN)

LICENSES, CERTIFICATIONS, AND MEMBERSHIPS

STATE BAR OF TEXAS MEMBER
Current

Licensed and eligible to practice Law in Texas


ACSTH CERTIFIED EXECUTIVE COACH
2022

Completed through the International Coaching Federation (ICF) approved Center for Executive Coaching (CEC)


GLG INSTITUTE ADVISOR
2021 – Present

Recommended and Accepted by the GLG Institute to provide personalized leadership development and operational guidance to VP through C-Suite level executives in the healthcare and life sciences industry.