

Amani A Abou-Zamzam MBA

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EDUCATION

MBA	PEPPERDINE UNIVERSITY, Malibu, Calif	Dec 1990
	Masters in Business Administration, Marketing emphasis	
BA	UNIVERSITY OF CALIFORNIA, San Diego, Calif.	June 1984
	Bachelors of Arts. Majors: Biochemistry & Cell Biology; Psychology	
	<i>*Supplemented education with scholarships & work-study program</i>	
MBS-Medical Billing specialist-	PRS Physician Reimbursement Systems	Jan 1998

EXPERIENCE

**Recipient of WSAUA-Western Section American Urological Association
- Award for Outstanding Service and Dedication - November 2013**

UrologyConsulting.com **Consultant-President** Principal 6//2003-Present

Urology Market Development; Urology Consulting; Urology Strategies;
Pre and Post Market Launch Strategies; Strategic Business Plans and Business Development;
Thought Leader - KOL Development; Advocacy Development; Speaker Development;
Urology Liaison; Urology Society Involvement; Medical Advisory Meetings-Boards;
Urology Practice Management- UrologyNetwork.net-Founder

West Coast Urology Executive- Myriad Genetics-Prolaris 6/2010-2012

Myriad Genetics- Pre-Launch Strategy for West Coast Prostate Cancer KOL's

- Identified KOL West Coast -National
- KOL AD Board Selection -Identified Speakers for Development
- Urology Society Networking with Urologic Oncology KOL's -AUA; WSAUA; SUO; LAU; OCU; SDU
- Advocacy- Speaker placement @ PCF
- Educational and Society Program Planning for Pre and Post launch
- Study Placement with West Coast KOL and Clinical Investigators in Urology and Prostate Arena
- Identifying West Coast Key Accts-LUGPA Strategies and Markets
- West Coast Business Plan

Director of Business Development-Advisor

PRS Physician Reimbursement Systems 6/2003-Present

- Maximize Partnership strategies with Pharma and Device companies
- Aid sales force training in the use of PRS tools
- Facilitate promotion of AUA-American Urological Association, endorsed products.
- Conduct PRS-AUA Urology Coding Seminars

Director of Business Development-Advisor

DeSantis Management Group 6/2003-Present

- Facilitate Presentations for Westerns Section AUA Practice Management Forums
- Coordinate Presenters, Sponsors and implementation for Los Angeles Urological Society

Urology Business Consultant Upjohn/Pharmacia/Pfizer 12/1992-6/2003

Awards and Recognition:

- **Recipient of WSAUA-Western Section American Urological Association - Award for Outstanding Service and Dedication - November 2013**
- 2003 #1 National Ranking #1 Market Share Penetration
- 2003 Platinum Award for National Business Consultant Team
- Stock Option Bonus top performers - 3 nationally

Urology Consultant- Liaison: Consulting services for Urologists-Dermatologists

Business Development -

- Physician Practice growth strategies and office efficiencies
- Implemented Staff training & Development
- Urology Niche market expansion: OAB and Erectile Dysfunction
- Internal & External Marketing-Facilitate referral building and Outreach opportunities

Society and Medicare Advisor:

- Urology Society Liaison- Western Section AUA, LA Urologic, Cedars Urology, UCLA Urology, Raz Fellowship, Leach Fellowship, Male-Sexual Dysfunction and Female Sexual Dysfunction KOL's
- Facilitate Practice management, Medicare and Educational workshops for Urology and Oncology
- Societies-LAU/CUA/WSAUA/MOASC
- Medicare Carrier Liaison for Pharmacia for Urology and Oncology Specialties
- Achieved Medicare coverage of Caverject for state of California
- Achieved extended Medicare coverage for Camptosar for Western region
- Medicare billing, coding, reimbursement and compliance PRS- Physician Reimbursement Systems Coding certification, MBS

Account Manager/Marketing Liaison/Team Leader-Key Urology Accounts: California

Southern Cal- UCLA, Cedars-Sinai, Raz, Tower, MSD, Sansum Santa Barbara:

- Account Management responsibilities include:
- Coordinated Pre and post launch activities for So Cal area for Detrol, Detrol LA, Caverject for National, Regional teams and Corporate product management
- Identified KOL-Key Thought Leaders for ED and OAB for Studies, Public Relations, Promotional Programs, Society Educational programs, Consultant panels; Speaker Development
- KOL Liaison for Regional Management, Product Management and Marketing to So Cal-Urology Thought Leaders for Detrol, Detrol LA and Caverject; Dermatology Thought Leaders for Rogaine
- Marketing Management: Managed 800# media promotions for Caverject and Rogaine for So Cal Region- DTC Campaigns and pull-through strategies.
- Caverject and Detrol/Detrol LA formulary approvals achieved at UCLA and Cedars

Recruiting, Training and Coaching Teams:

- Provided training and coaching for National Consultant team and Regional reps
- Assisted in the interview hiring process for National and local teams
- Pioneered Mentoring committee for California Region

Health Science Associate-District and Hospital Sales

The Upjohn Company

8/1992- 12/1992

- Conducted Marketing Advisory Panels, train and coached new representatives.
- Assisted management in special projects and programs for the LA district: UCLA, Cedars, LA Children's
- Manager Training Role. Interviewed and Trained new hires.

Hospital Sales Consultant

The Upjohn Company

9/1991 - 8/1992

- Hospital Sales responsibilities: UCLA, Cedars-Sinai, West LA VA, LA Children's. Products: Prostin VR, Atgam, Zefazone, Xanax, Halcion, Vantin, Cleocin V, Depo-Provera, Prepadil Gel, Colestid, catalog- Achieved Hospital Formulary approvals- Colestid, Zefazone, Depo-Provera, Prepadil UCLA & Cedars

Pharmaceutical Sales Specialist

6/1985 - 9/1991

The Upjohn Company

Multiple sales awards. #2 Motrin 800 Region 1987.- Products: Xanax, Halcion, Motrin, Micronase, Cleocin, OTC

