

Amani A Abou-Zamzam MBA

Email amania@mac.com Cell 310.780.0881 www.amani.md

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
**Supplemented education with scholarships & work-study program*

MBS-Medical Billing specialist- PRS Physician Reimbursement Systems Jan 1998

EXPERIENCE

West Coast Urology Executive 6/2010-Present

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

- Identified KOL West Coast -Natl
- 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

Director of Business Development

PRS Physician Reimbursement Systems 6/2003-Present

- Responsibilities include partnership negotiation with Pharma companies to implement joint programming efforts.
- Aid sales force training in the use of PRS tools.
- Facilitate promotion of AUA-American Urological Association, endorsed products.
- Conduct PRS Urology Coding Seminars

Director of Business Development

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

The Upjohn Company/Pharmacia & Upjohn/Pharmacia/Pfizer 12/1992 - 6/2003

Awards and Recognition:

- 2003 #1 National Ranking #1 Market Share Penetration
- 2003 Platinum Award for National Business Consultant Team
- Stock Option Bonus top performers - 3 nationally

Practice Management Consultant:

Consulting services for Urologists-Dermatologists Greater Los Angeles area:

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

Amani A. Abou-Zamzam MBA

EXPERIENCE: Continued

Urology Business Consultant

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:
- Coordinate Pre and post launch activities for So Cal area for Detrol, Detrol LA, Caverject for National, Regional teams and Corporate product management
- Identify 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/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 including UCLA, Cedars, and LA Children's Hospital.
- Manager Training Role. Interviewed and Trained new hires.

Hospital Sales Consultant

The Upjohn Company

9/1991- 8/1992

- Hospital Sales responsibilities covering UCLA, Cedars-Sinai, West LA VA, LA Childrens Hospitals. Products including: Prostin VR, Atgam, Zefazone, Xanax, Halcion, Vantin, Cleocin V, Depo-Provera, Prepadil Gel & Colestid Products and entire catalog.
- Achieved Hospital Formulary approvals of Colestid, Zefazone, Depo-Provera & Prepadil Gel at UCLA & Cedars.

Pharmaceutical Sales Specialist

The Upjohn Company

6/1985 - 9/1991

- General Sales responsibilities covering the Los Angeles area including 7 community hospitals; covering South Bay, West Los Angeles and surrounding areas. Products ranging from Xanax, Halcion, Motrin, Micronase, Cleocin IV to OTC and entire catalog including hospital and independent pharmacy products.
- Multiple sales awards. #2 Motrin 800 Region 1987.