**GARTH J. MEIHOFF, MBA**

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# Healthcare executive with 20+ years of successful global and domestic experience in the vaccine, pharmaceutical, and biotechnology markets and products. Multiple product launches. Recognized areas of expertise include business strategy and planning, commercial operations, large account management, sales, salesforce management, marketing, market research, product and promotion management, and commercial contract management in public and private markets. Strong teamwork and leadership resulted in exceptional market/product growth and market shifts.

Extensive work in managed healthcare quality/population health improvement and disease prevention.

### Meihoff Strategic Consulting, Principal and Founder

### Portland, OR 2022- Present

* Global and domestic consulting service focused on vaccines, pharmaceuticals, biotechnology, healthcare quality, population health, and disease prevention.
* Project Management, advisory, expertise-on-demand, executive support, and interim leadership assignments in private established businesses and start-ups as well as public entities of all sizes and lifecycle stages.

### Adjunct Professor of Management, George Fox University

### Newberg, OR 2021- Present

* Teaching upper-level business development, strategy, sales, and marketing courses.

### Senior Account Executive, Merck Vaccines

### Portland, OR 2014 - 2021

* Responsible for over $200MM of private and public vaccine sales in western states and Alaska.
* Led private/public vaccine strategy and marketing by deeply understanding market ecosystems and developing strategic solutions to meet customer needs and maximize opportunities.
* Developed strategies, programs, and resources for and partnered with major public and private organizations at C/D suite levels to achieve mutual goals.
* Led the design of national and regional vaccine strategies and resources, resulting in significant sales growth and market-leading shares.
* Developed and led a diverse, cross-functional corporate and field account team of over 70 members across a regional and national footprint. Collaborated across all support roles to lead planning, execution, program implementation, and contracting for existing and emerging markets.

### Worldwide/National Assignments (3), Merck Vaccines 2017 - 2018

* International Program Management Officer – Vaccine Global Tender Management: Developed and led a new international strategic tender initiative across multiple (~20) simultaneous cross-functional global workstreams to ensure strategic program realization.
* National Leader – Sales Operations and Contracting:Led design, development, and implementation of national strategies and training on commercial contracting and business reviews. National Marketing and Sales/Integrated Delivery System Solutions**:** Using in-depth analysis, determined market impact/potential, and developed national strategies for emerging customers,

### Merck Global Health Fellow

### New Delhi, India 2015

* Located in New Delhi, led the business development of a new meningococcal conjugate vaccine.
* Engaged with worldwide vaccine experts in market assessment and manufacturing. Partnered with global health organizations (WHO and GAVI) to determine the potential for underserved markets.

**Associate Director of Commercial Operations Sales, Western Region, Merck Vaccines**

**Portland, OR** **2004 – 2014**

* Led a team of specialty personnel in private “buy and bill” and public sector promotion of vaccine products and healthcare quality initiatives in western states. Launched 4 new vaccines.
* Increased district sales ranking in the region from last to first. Top-of-region ranking for six (6) of the previous seven (7) years. Top-5 national rankings (out of 50 districts) for 5 consecutive years with minimal personnel turnover.
* Assisted in developing national strategies and resources for existing and launched products.

### Product Manager, Sales Strategy and Planning, Merck Vaccines

### West Point, PA 2003 - 2004

* Designed and developed innovative national corporate-wide sales and marketing strategies to manage a portfolio of vaccine products and programs. Led corporate-level multi-specialty team in strategic market planning and implementation.

### Customer Marketing, Contracting, and Strategic Planning - GPOs, Merck Vaccines

### West Point, PA 2001 – 2003

* Led marketing and commercial contracting for the largest GPOs, health systems, and payers representing over $1.5B in annual sales.
* Led long-range planning, forecasting, and strategy development for hospitals/GPOs, resulting in a critical divisional shift in corporate contracting strategy.

**Promotion Manager, Osteoporosis Business Group, Merck Pharma**

**West Point, PA 1998 - 2001**

* Developed national product and customer promotion strategies, messages, and resources for various public/private healthcare practitioners and organizations.
* Designed and developed an innovative market development campaign resulting in annual sales of $1.3 billion (85% growth) and the product's first yearly above-plan performance (118%).
* Developed international marketing strategies and tactics for the worldwide launch of a new product, FOSAMAX® Once-Weekly for osteoporosis. Led the creation of new worldwide branding hallmarks and promotional resources.
* Managed product packaging creation and FDA submission for expedited regulatory approvals.

## Manager of Business Strategy and Planning, Western US, Merck Pharma

## Seattle, WA 1996 - 1998

* Led a team of six (6) analysts to develop customer, product, and sales force forecasts, objectives, strategies, and tactics for the Western United States. Western annual sales ranking increased from last to consistent first place during a time in position.
* Served as acting Senior Business Director for a new region responsible for sales objectives exceeding $175MM.  Managed 10 district managers and 120 territory representatives.
* Developed long-range operating plan (LROP) forecasts.

**Business Analyst and Representative Positions, Merck Pharma 1990 - 1996**

* Marketing Analyst, Managed Care Business Planning and Marketing Research (West Point)
* Marketing Analyst, Pharmacy/Wholesale Market Research, Customer Marketing (West Point)
* Hospital, Product Specialty Representative

**EDUCATION**

**MASTER OF BUSINESS ADMINISTRATION 1990**

University of Arizona (Eller School), Tucson, AZ

**BACHELOR OF ARTS IN CHEMISTRY 1987**

Whitman College, Walla Walla, WA

Personal: Two-time Ironman Triathlon finisher, Special Olympics coach, extensive volunteering