

Ann Peets Marketing Expertise



Ann Peets

Transforming average brands into star performers in the Pharmaceutical, Over-the-counter, Consumer and Device categories for over 20 years

Talents

- Senior Marketing Executive who blends data-driven strategy with hard-hitting tactical plans to maximize business growth and profitability
- Especially gifted at uncovering key consumer insights that unlock a brand's potential and translating these into a highly disciplined marketing approach to take a business to the next level

Experience

- Significant experience directing end-to-end product management cycle; from ideation to commercialization, to launch and promotion to consistently exceed revenue objectives
- Broad-based experience across functions (marketing, sales, product management) and from transforming product lines ranging from \$10 million to \$1.6 Billion in Sales
- Led teams at Novartis, Glaxo Wellcome, Pfizer, and Mylan

Education

- MBA, General Management from Kenan-Flagler Business School at UNC
- B.A. in Psychobiology from Wellesley College

Ann Peets

Cross-Functional Collaboration Strategic Planning & Development Consumer / CPG Marketing Expertise

Brand Lifecycle Management

Consumer Advertising / Promotions Marketing Operations

Strategic Partnerships Customer/ Competitive Analysis Sales Management Comprehensive Marketing Expertise

> Internal Selling/ Negotiation Multi-Format Presentations Financial/ P&L Responsibility