

# RYAN J. GUITE, MBA

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## NATIONAL MARKET ACCESS & PRICING | KOL DEVELOPMENT | STRATEGY | LEADERSHIP

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Award-winning Team Leader and results-driven National Accounts Director with **20 years of proven success across Market Access, Trade, Distribution, and Key Account Management**. Recognized for shaping strategic channel strategies, enabling Direct-to-Patient (D2P) delivery models, and driving organizational alignment across Payers, PBMs, IDNs, Health Systems, and specialty distribution partners.

Bring a track record of elevating business performance through disciplined execution, cross-functional leadership, and polished interpersonal communication. Adept at identifying growth opportunities, optimizing access pathways, and negotiating complex agreements that expand market reach for **specialty, ultra-rare, and orphan therapies**.

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### AREAS OF EXPERTISE

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- Direct to Patient Programs
- New Product Launches to Market (12)
- Multi-Channel Collaboration
- IDN Network Systems & Hospitals
- Key Account Management
- Strategy Planning and Execution
- Project Management (PMP)
- Data Analysis & Reporting
- Negotiations / Closing Sales
- Key Opinion Leader Development (KOL)
- Trade & Distribution
- Specialty Pharmacy & Buy & Bill

### CAREER PATH and SIGNIFICANT ACCOMPLISHMENTS

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#### UCB, Inc.

**12/2019 – Present**

##### **Director National Trade Accounts – Market Access & Pricing**

- **Direct-to-Patient (D2P)** – Led the launch and expansion of patient-centric healthcare strategies, championing the industry's shift towards delivery models, resulting in improved access and enhanced patient engagement.
- **Spearheaded strategic pricing and market access** initiatives for National Accounts, enhancing product adoption across Health Systems, Integrated Delivery Networks (IDNs), Long-Term Care (LTC), and Home Health Care channels while driving the implementation of Direct-to-Patient (D2P) programs.
- Drafted, negotiated, and executed **contractual agreements** to establish new channel access pathways for **ultra-rare and orphan therapies**, expanding patient reach and strengthening downstream distribution.
- Developed actionable market strategies by analyzing downstream channel conditions, **identifying untapped distribution opportunities**, and integrating innovative solutions into the supply chain to maximize market reach.
- Optimized channel performance by leveraging in-depth knowledge of market dynamics and **reimbursement trends**, delivering measurable growth in product utilization and account satisfaction.

#### **Ecosystem Lead - Associate Director**

**12/2019 – 3/2024**

- **Key Account Manager** - Spearhead development, implementation and coordination of strategic initiatives aligned with **healthcare systems' objectives**, among internal / external cross-functional stakeholders, to facilitate better care for post fracture osteoporosis patients.
- **2021 – Peer Nominated Spotlight Award Winner – Task to Value: Focusing on Impact.**
- Responsible for understanding key drivers of regional health ecosystem surrounding patients and influencing development and implementation of educational or other projects to **advance patient experience, improve outcomes, and ultimately lead to enhanced population health management**.
- Partnering responsibility with large healthcare systems including C-suite/D-suite to **improve systemic detection and treatment** of osteoporosis in patients after fracture.
- **Thought Leader Liaison** responsible for **Key Opinion Leader (KOL) development** and facilitation of peer-to-peer interactions across the account and region to stimulate sharing of innovation and design thinking by advancing patient value and uncovering patient experience and ultimately **enhancing care continuum**.
- Develop extensive understanding of stakeholder operating model, organizational structure, patient population, staff engagement model, utilizing insights to deliver individualized solutions to enhance patient outcomes to **close care gaps**.

**NOVO NORDISK, INC. | Plainsboro, NJ - Multiple Leadership Roles** **6/2008 – 7/2019**

- ◆ Promoted 5 times in 11 years to build new divisions and sales teams. Multiple President's Club Winner. Numerous performance awards. National Key Accounts. Experience within Corporate Headquarters. Led teams in different geographical regions and therapeutic arenas. Multiple launched products. GLP1 leader

**Specialty District Sales Manager Biopharmaceutical – GA, SC, NC, FL** **(12/2013 – 7/2019)**

- #2 in Nation at 109% (2019) • #1 in Nation for Tier1 / Tier2 Depth Growth (2019)
- #1 Team in Nation for year over year growth (2017, 2018) • #2 District Nationally for most New Writers (2016)
- #3 District in Region 99% goal attainment (2016) • #1 in Nation (110%) after first year of launch (2015)
- #1 District in Region - 106% goal attainment (2015) • #1 District in Region - highest growth, 126% (2014)

- Developed Account Management with **C-Suite**, Pharmacy, Therapeutics committees, and Executive Leadership Council.
- Led team through launch of **NEW product, NEW class, and NEW Disease state**; launched 5th New Product to Market.
- Developed Market with customers (IDNs, Hospitals, IPAs, HCPs, Employers, Unions, Coalitions, Orthopedic, Oncology).
- Interviewed over 100 to select ideal candidates for performance and growth and hired entire team of 10 for new divisions; created launch plans, and exceeded Company goals at 130%, arriving at **\$35M team revenue**.

**National Support Manager – National Key Accounts** **(7/2012 – 12/2013)**

- Assisted VP of Market Access with **National Key Accounts, Federal Accounts, & Group Purchasing Organizations (GPO)**.
- Directed and facilitated Business Planning for Institutional Key Accounts. (2013, 2014)
- Set strategy and helped develop NEW VA Sales force to **exceed 100% of goals in first year at 145%**.
- Established several processes for collaborative communication from Key Accounts team to NNI stakeholders.

**Managed Markets Strategy – Government Channel** **(1/2012 – 7/2012)**

- Collaborated with Managed Markets teams to develop strategies and tactics supporting Medicare and Medicaid
- Created strategy and campaign on Part D and Star Ratings. **Corporate Headquarters position**.
- Managed Multiple Projects encompassing elements of policy, branding, and tactical development.

**Senior Diabetes Care Specialist - Northeast, USA** **(6/2008 – 1/2012)**

- **Presidents Club - National 2011 (#2 in Nation)**
- Launched New Diabetes GLP-1 injectables to US Market - **\$4M gross revenue; 147% to Goal YTD.** (2010)
- Selected for Liraglutide GLP-1 **Field Advisory Panel** to share field input pre-launch. (2009)
- Chosen as **District Trainer** for Portland District; leadership role to mentor and train district members. (2009-10)
- Achieved **#3 National Ranking, 127% to Goal, Q1andQ2 (2009)**; selected to serve on 12 National Conferences.
- **Outperformed** District, Region, and Nation with 8% market growth. (2008-2012)
- Accountable for Maine Territory full insulin portfolio to medical community including Primary Care Physicians (PCP), Endocrinologists, Internal Medicine (IM), Diabetes Educators, **Community Hospitals, and Long-Term Care**.

**TAKEDA PHARMACEUTICALS | Deerfield, IL** **8/2005 – 6/2008****Senior Diabetes Specialist (Hospitals / Endocrinologists / Internal Medicine)**

- **Launched** 3 new products to market, successfully in Top 5% of Region and top 10% of Nation.
- **Appointed Leadership Roles** – TrxPert (2006, 2007, and 2008), R.A.P. Panel Member, Territory Manager (2007, 2008).
- Grew Territory to 45 rank from 450<sup>th</sup> (out of 518); **\$2M sales; Regionally ranked #3 out of 56.** (2007)
- Appointed District **Selling Skills Expert** by Regional Director. (2006, 2007, 2008)
- Call targets - **Endocrinologists, Cardiologists, Diabetes Educators, and IM physicians in office, Hospital and Clinics**

**E D U C A T I O N & H O N O R S**


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**Master of Business Administration (MBA) | ST. JOSEPH'S UNIVERSITY | *summa cum laude***  
**Bachelor of Science (BS), Health Care Administration / Biology | STONEHILL COLLEGE |**  
*magna cum laude* | Lambda Epsilon Sigma (National Honor Society)  
**International Health Care | UNIVERSITY OF WOLLONGONG | NSW, Australia |**