



MICHAEL ANDERSON

Senior Product Manager

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SUMMARY

Dynamic and results-oriented Biotechnology Product Manager with over 10 years of experience in the life sciences sector. Demonstrated expertise in leading cross-functional teams through the product lifecycle, from ideation to market launch. Proven track record of developing innovative strategies that enhance product performance and drive revenue growth. Extensive knowledge of regulatory requirements, market analysis, and competitive positioning.

WORK EXPERIENCE

Senior Product Manager Genentech

Jan 2023 - Present

- Led the development and execution of product strategies for a portfolio of biologics.
- Collaborated with R&D to translate scientific discoveries into market-ready products.
- Managed cross-functional teams to ensure timely product launches.
- Conducted market research to identify trends and inform product positioning.
- Developed comprehensive marketing plans that increased product adoption by 30%.
- Monitored product performance metrics and adjusted strategies accordingly.

Product Manager Amgen

Jan 2020 - Dec 2022

- Oversaw the lifecycle management of several pharmaceutical products.
 - Facilitated collaboration between sales and marketing to enhance product visibility.
 - Analyzed competitive landscapes to inform strategic decisions.
 - Developed educational materials for healthcare professionals.
 - Implemented feedback mechanisms to improve customer satisfaction.
 - Achieved a 25% increase in market share within two years.
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EDUCATION

Master of Business Administration, Biotechnology Management, University of California, Berkeley

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Product Lifecycle Management, Market Analysis, Regulatory Compliance, Cross-Functional Team Leadership, Strategic Planning, Stakeholder Engagement
- **Awards/Activities:** Increased product revenue by 40% within the first year of launch.
- **Awards/Activities:** Received the 'Excellence in Product Management' award in 2020.
- **Awards/Activities:** Successfully led a team that developed a novel therapeutic solution for cancer treatment.
- **Languages:** English, Spanish, French