

MICHAEL ANDERSON

Global Product Manager

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Transformational Biotechnology Product Manager with extensive experience in global product strategy and commercialization. Over 14 years in the biotechnology industry, with a strong focus on market access and health economics. Expertise in developing and executing strategies that align product offerings with market needs and payer requirements. Proven ability to analyze complex health data and leverage insights to inform product positioning and market entry strategies.

WORK EXPERIENCE

Global Product Manager | AstraZeneca

Jan 2022 – Present

- Led global product strategy for oncology therapies across multiple markets.
- Developed market access strategies that optimized reimbursement opportunities.
- Collaborated with regional teams to align product offerings with local market needs.
- Conducted health economic analyses to support product value propositions.
- Engaged with key stakeholders to drive product awareness and adoption.
- Achieved a 60% increase in market share within three years.

Senior Market Access Manager | Sanofi

Jul 2019 – Dec 2021

- Developed market access strategies for a portfolio of biotechnology products.
- Conducted payer research to inform pricing and reimbursement strategies.
- Collaborated with cross-functional teams to ensure alignment on market strategies.
- Analyzed competitive landscapes to identify opportunities for differentiation.
- Engaged with healthcare professionals to gather insights on product usage.
- Achieved significant improvements in product access across key markets.

SKILLS

Global Product Strategy

Market Access

Health Economics

Stakeholder Engagement

Data Analysis

Revenue Growth

EDUCATION

Master of Business Administration

University of Chicago

Health Economics

ACHIEVEMENTS

- Successfully launched a product that became a market leader within its category.
- Awarded 'Top Innovator' for developing a groundbreaking market access strategy.
- Increased product awareness by 70% through targeted outreach initiatives.

LANGUAGES

English

Spanish

French