

# **J. Chad Brown**

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## **PROFESSIONAL PROFILE**

Senior level executive with full P&L responsibility and proven ability to build world-class commercial teams including sales force design and deployment, talent acquisition and management and marketing strategy. Intense focus on process improvement and overall commercial execution which has resulted in transformational growth in key metrics including market share gain, revenue, gross margins and profit. Is seen as a change agent who will create the environment to challenge the status-quo and encourage out-of-the-box thinking to achieve peak performance with focus and clarity around a few, key priorities, especially in turn-around and growth situations.

Served as a global advisor to international business teams representing customer and market requirements, investment priorities, product launches, regulatory submission and regional strategy. Demonstrated success in market development through interpreting and translating highly-technical and complex information into a commercial strategy in both regulated and unregulated markets. Experienced in the use of appropriate, fact-based market research to understand and validate a commercial strategy including: market segmentation, optimization of sales and marketing channels and competitive positioning.

## **PROFESSIONAL EXPERIENCE**

### **CommEx Advisors, LLC**

4/22 - Present

*A Life Science Tools and Diagnostics commercial excellence consulting practice.*

**Founder and CEO** – principle contact for all client engagements.

- Grenova Solutions, Richmond, VA Advisor to Board, CEO and Commercial Team. 4/22 – 12/22
- Alamar Biosciences, San Jose Advisor to CEO and Commercial Team 4/22 – Present
- TwinStrand Biosciences, Seattle WA Advisor to Board and Interim CEO 7/22 – 5/23

### **NanoString Technologies, Seattle Washington**

7/17 – 3/22

*Global provider of life science tools for translational research and molecular diagnostic products.*

**Senior Vice Presidency, Sales and Marketing** – global responsibility for all commercial functions including Sales, Marketing, Service and Technical Support.

- Restructured commercial team to provide greater delineation and focus between customer facing roles resulting in >15% CAGR throughout my tenure or approximately 2 times greater than overall LST market growth.
- Launched novel technology, GeoMx, into a new market, Spatial Biology, and achieved market leadership status through high double-digit growth and over 250 placements in 2.5 years.
- Maintained base nCounter business during GeoMx launch and grew the installed base by 76%
- Served on the Senior Leadership Team and a member of all portfolio and strategy committees.
- Served on the company's DEI Oversight Committee and as Executive Sponsor of the Women's ERG.

**QIAGEN, Germantown, Maryland**

8/15 – 3/16

*Worldwide provider of Life Science and Molecular Diagnostics products into academic, biotech and clinical laboratory accounts.*

**President, Head of Commercial Operations North America** – primary responsibility for all sales, marketing, technical support and service operations of approximately 450 employees and \$440MM revenue within North America.

- Restructured and recruited a new NA leadership team which provided much needed leadership and guidance required to navigate through a commercial reorganization
- Established new customer segmentation model and executed on new sales structure leading to a more optimized, and customer-centric sales channel strategy
- Provided direction and prioritization for annual planning process culminating in 5 strategies that allowed the commercial team to focus and execute on business-critical initiatives

**Roche Diagnostics Corporation, Indianapolis, Indiana**

7/07 – 8/15

*A top provider of in vitro diagnostics in the clinical laboratory and genetic research instrumentation into academic, biotech and pharmaceutical accounts.*

**Vice President Marketing, Centralized Diagnostics** – primary responsibility for all US Marketing (47 employees), strategy and global interaction.

- Provided strategic direction and prioritization which drove 3-14x market growth and 50% revenue growth resulting in US market share increase from 10.7% to 16.0% (\$5B market)
- Deployed and executed digital messaging strategy to reach customers in a more efficient manner
- Established Marketing Operations team and created a Marketing Dashboard for CD organization to help analyze and track success across all products and customers
- Reorganized strategic pricing team to incorporate pricing and contractual terms to help streamline customer negotiations and a more efficient quotation/proposal process.
- Established new tiered pricing strategy and approval process with a focus on pricing strategy earlier in the sales process. Gross margins improved from 46% to 58% from 2011 – 2015 and absolute GM dollars increased by 50%.

**Vice President Sales, Centralized Diagnostics** – primary responsibility for 220 field sales, telesales, lab process and IT consultations into hospital central labs and reference labs.

- Reorganized sales leadership team, developed “world-class” vision and executed on new sales structure strategy which drove 2-5x market growth and double-digit revenue growth over prior years
- Focused on sales process improvement, customer segmentation and an improved talent selection process which reduced turnover and increased engagement/job satisfaction scores

**Vice President Sales, Life Sciences** – primary responsibility for over 100 field sales and customer support employees including genomic specialists, cellular analysis specialists, cancer consultants, telesales and application scientists.

- Reorganized entire Life Science Sales force to better align customers with portfolio and solutions
- Grew 2009 base business over 12.5% in a flat market
- Established Pharma National Account team which grew pharmaceutical discovery segment 42% over 2008

**National Director of Sales, Genomic Systems** – primary responsibility for 50 field capital equipment sales and application scientists.

- Implemented new hire assessment process to improve candidate fit with market needs, reduce turnover and increase productivity
- Implemented a new forecasting and pipeline management process which resulted in a 350% improvement in pipeline opportunities
- Renewed focus on sales processes, particularly Strategic Selling, which resulted in greater than 30%+ growth rate

## **J Chad Brown**

### **eLIFECARE SOLUTIONS, Atlanta Georgia**

5/06 – 6/07

*Atlanta-based start-up in the physician information technology and automation space.*

**Vice President, General Manager of Provider Services** – primary responsibility for market research, and business plan development and implementation. Participate in all fund-raising activities with private and institutional investors.

### **ROTECH HEALTHCARE, Atlanta, Georgia**

3/03 – 12/05

*A leading provider of home respiratory and durable medical equipment through 500 locations in 48 states.*

**Chief Sales Officer** - P&L responsibility for \$550M business with executive direct reports and over 450 employees.

- Successful execution of company turnaround (2003-2004) involving the closure of 50+ locations (\$30M), exiting of \$32M of non-profitable revenue and over \$25M in government reimbursement cuts resulting in a net earnings improvement from (\$119.4M) in 2002 to \$8.4M in 2003 and \$38.2M in 2004
- Exceeded revenue plan in 2005 by over \$14M or 3.4%, inclusive of a \$20M government reimbursement cut, and achieved 9% patient census increase or 39% greater than market growth
- Senior Executive Lead for successful close of exclusive contract for \$22M annually
- Successful acquisition and integration of 7 businesses generating over \$17M

### **APRIA HEALTHCARE GROUP, Atlanta, Georgia**

1/98 – 3/03

*Apria Healthcare Group Inc. is the leading national provider of home healthcare products and services through approximately 504 branch and 34 infusion pharmacy locations nationwide serving 1.3M patients.*

**Vice President of Sales, Southeast Division** – (1/98 – 3/03) - P&L responsibility for \$210M business with VP, Corporate Account and Account Executive direct reports.

- Successful turnaround of under-performing Division (with approximate revenues of \$140M in 1998), returning to profitability, exceeding revenue and gross profit goals in every year.
- Led all Divisions in period over period growth
- Successful acquisition and integration of 5 businesses generating over \$50M
- Successfully grew managed care revenue by over 20%

### **CHIRON DIAGNOSTICS, Norwood, Massachusetts**

1/90 – 1/98

*Chiron Diagnostics businesses include immunodiagnostics, critical care and nucleic acid diagnostics.*

**Director of Sales, Central Zone** – (6/96 – 1/98) Responsible for all Chiron Diagnostics businesses including Immunoassay, Critical Care, Data Management and Quality Control with revenues of \$80M

**Area Marketing Manager** – (2/96 – 5/96) - Responsible for managing and executing the US Commercial Business Plan within one of three sales areas.

**Corporate Account Manager** – (8/95 – 2/96) - Responsible for total account management of Laboratory Corporation of America, Chiron's third largest customer.

**Senior Regional Sales Manager** – (6/92 – 8/95) - Responsible for the direction of the SE Region (\$17M) including 8 Account Managers and 6 Technical Specialists

**Blood Gas Account Manager** – (1/90 – 5/92) - Responsible for the critical care and blood gas product line.

### **HUMANA, Louisville, Kentucky**

1/81 – 1/90

*Humana operated the second largest for-profit hospital chain in the United States.*

**Director of Cardiopulmonary Laboratories**

**EDUCATION AND TRAINING**

**B.S. Health Services Administration** - University of Kentucky (1986)

**A.A.S. Respiratory Therapy Technology** - Forsyth Technical Institute (1978)

**Finance and Accounting for the Non-Finance Manager** – Georgia Institute of Technology April 2006

**Strategic/Conceptual Selling** – Miller-Heiman June 1998

**Dealing with Difficult People and Difficult Situations** – Harvard Law School June 1996

**Program on Negotiation for Senior Executives** – Harvard Law School October 1995

**Puget Sound American Heart Association Board of Directors** – June 2019 - Present