

# Lubna Hussain

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## PROFILE SUMMARY

Senior Director, Product Management with over 15 years of experience in product lifecycle through diverse markets, research to therapeutics scale, large and small organizations, national and global markets, product and service models; proven credentials in strategy planning, product roadmap, marketing and product line P&L.

- ♦ Managed portfolios across multi-million USD to \$1.7B ranging in infrastructure and commercial complexities
- ♦ Developed and implemented product strategies and commercialization plans for products in growth and maturity phase
- ♦ Collaborated cross functionally with national and international teams to execute successful product launches
- ♦ Experienced across research to clinical spectrum, marketing mix, diverse markets enabling building of strategy adjacency

## CORE PROFESSIONAL STRENGTHS

Strategy Planning	Voice of Customer • Market Research • Customer Segmentation • Business Case Development • New Product Launch and Implementation • Roadmaps • OEMs & M&A
Downstream Marketing	Print • Online • Social Media • Thought Leadership/White Papers • Media Relations • Tradeshows • Sales and Distributor Training • Web
Computer Skills	MS Office • SAP • MS Outlook • Salesforce • SAP CRM
Languages	English (fluency) • Hindi (fluency) • Urdu (fluency) • Spanish (beginner)

## EDUCATION

BS, Biochemistry & Molecular Biology  
UNIVERSITY OF MARYLAND, Baltimore County – U.S.A

Minor in Chemistry  
UNIVERSITY OF MARYLAND, Baltimore County – U.S.A

## RECENT EXPERIENCE

**Group Product Manager – Market Assessment & Strategy** April 2020 to Present  
Catalent Pharma Solutions – Cell and Gene Therapy (CGT) Baltimore, MD (Remote)

Built the commercialization strategy for a newly acquired Cell Therapy business. Lead by influence working with cross-functional business leadership to align towards an integrated growth vision

- **Select Accomplishments**
  - Developed commercial business case for key M&A projects within CGT
- Develop annual CGT Market Landscape guiding integrated strategy across the organization
- Commercial due diligence for potential expansion initiatives and emerging modalities
- Identify new roadmap items to extend business capabilities
- Cross-functional and vertical strategy influencer through data-driven approach, from bench to executive/C-Suite level

**President – Noble Technologies, LLC** May 2017 to Present  
Noble Technologies, LLC Germantown, MD (Remote)

Small business specializing in (sub) contracting services to the government agencies and private sector. Manage an evolving team of 2-5 FTEs

**Senior Director of Product Management** February 2019 to April 2020  
American Red Cross – Biomedical Services Division Washington DC (Remote)

P & L responsibility and strategy planning for Red Blood Cells and Whole Blood for Trauma product line, a \$1.7B portfolio sourced to US hospital market segment for transfusion medicine.

- **Select Accomplishments**
  - Delivered gross margin improvement for a loss leader portfolio from (-8%) to (-5%) through strategic initiatives
  - Promoted from Lead Product Manager to Senior Director within 6 months assuming an expanded supervisory role
  - Worked cross-functionally with C-level executive team of Biomedical Services Division.
  - Developed cross-functional strategic proposals across multiple business lines – Granulocytes, Sickle Cell Disease Products, Pediatric Red Blood Cells
  - Defined a forecasting strategy to cost optimize RBC business with consideration given to optimum cross-product balance, gross margin balance, footprint-productivity balance
- Direct influence on system-wide budgeting process. Indirect consultative contribution to end-to-end organizational product line goal alignment for RBC business
- Socialized Whole Blood for Trauma as a renewed key strategic focus area generating new margin growth potential
- Define and implement Product Strategy Roadmap and Vision for RBC business

## PAST EXPERIENCE

**Senior Product Manager**

Lonza Bioscience

August 2012 to March 2019

Walkersville, MD

Lonza Bioscience offers cell culture solutions enabling researchers to elevate their research in academic and drug discovery setting. Within the cell biology segment, overseeing primary cells and 3D culture products.

- Select Accomplishments**

- Refined commercial strategy for portfolio amidst FDA 483 observations
- Secured global supply by implementing effective OEM partnerships amidst 483
- In-licensed and commercialized first 3D product to market
- Conducted 3 successful product launches adding new revenue growth through internal development, OEMs, co-development efforts
- Overseeing and approving decisions related to global product operations, new product development, R&D and marketing
- Utilizing business relationships to identify new potential OEM partners or in-licensing technology opportunities
- Identifying global market demand, product need and setting direction for sales and distribution channels
- Working cross-functionally in a matrix organization to meet ISO and GMP standards
- Managing global campaign development and implementation with a team of 7 product managers
- Leveraging vast network of scientific journal contacts to execute marketing opportunities
- Allocating 30% travel time (national and international) towards customer visits, internal meetings and conferences

**Director of Marketing**

Professional Accounting Services (PAS)

February 2012 to August 2012

Rockville, MD

PAS is a hospitality-focused service provider. Developed the company's business into a new market segment (Technology Industry) by launching a cloud-based infrastructure that streamlines business processes and increases agility.

**Product Marketing Manager**

OriGene Technologies, Inc.

June 2009 to August 2011

Rockville, MD

Managed marketing activities for diverse areas: RNAi products, purified proteins, gene expression & nuclear acid purification.

- Select Accomplishments**

- Grew RNAi and recombinant purified protein product areas by 30% annually
- Implemented more than 10 successful catalog product-launches adding 15% additional sales
- Conducted frequent market research, identified new opportunities, & closely monitored competitive activities to develop counter-marketing plans & pricing strategy
- Conceptualized & orchestrated online & print marketing campaigns to capitalize on existing products & increase customer base by 25%
- Conducted bi-yearly portfolio analysis including SWOT analysis, competitive landscape, operational analysis and reported to upper management
- Organized training presentations for distributors & sales team

**Research Associate/Team Lead**

OriGene Technologies, Inc.

February 2007 to June 2009

Rockville, MD

Assumed the role of team lead while successfully carrying out the entire lab operations of shRNA product line. I led manufacturing process improvement which resulted in an overall decrease of 8% in labor cost. Trained a junior PhD scientist to substitute for my

## RELEVANT TRAINING

<ul style="list-style-type: none"> <li>• Applied Marketing Science – Voice of the Customer</li> </ul>	<ul style="list-style-type: none"> <li>• The Big Picture Framework – Strategy to Execution</li> <li>• Sandler-based Sales Training</li> </ul>
<ul style="list-style-type: none"> <li>• Strength Deployment Inventory</li> <li>• SEO and Marketing through Social Media – Tech Council of Maryland</li> </ul>	<ul style="list-style-type: none"> <li>• Leading Teams at Lonza</li> <li>• Project Management Course – basic</li> </ul>

**References Available Upon Request**