

# Sangeetha Ramsagar

## PORTFOLIO OPTIMIZATION, COMMERCIAL STRATEGY & PRECISION MEDICINE HEALTHCARE EXECUTIVE

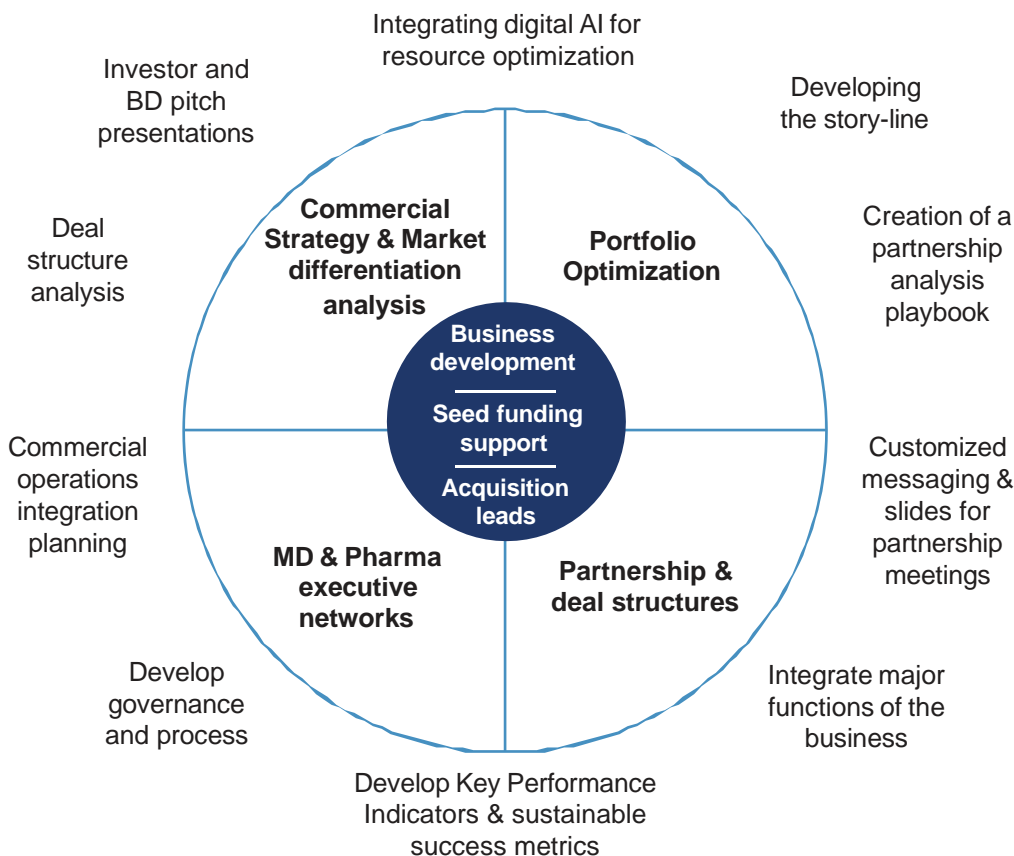
### INDUSTRIES / DOMAIN

Biotechnology                      Pharmaceuticals  
Precision Medicine                Healthcare Technology / AI

### BACKGROUND & IMPACT

- Began my career as an **Oncology scientist, building a career in global commercial strategy with in-line marketing experience.**
- **Enriched R&D and clinical programs with robust commercial strategy,** facilitating sound business development and informed portfolio decisions, especially in targeted and precision therapies
- **Integrated Digital AI for growth & resource optimization.**

### CORE VALUES OFFERED



Passionate about shaping innovative life sciences portfolios, partnerships & aiding in business growth

### WORK EXPERIENCE



2016-2023

Shaped **Biden Administration's Cancer Moonshot partnership strategy** to improve 5-year lung cancer survival by **10-fold**. Helped Built **Data Sciences R&D**



2019-2022

Developed proof-of-concept beta **gaming product** for pediatric compliance in **Diabetes** and **Obesity**



2013-2016

Established **global precision medicine function** to enhance commercial input into early R&D. Led **early commercial Oncology go / no go decisions.**



2011-2013

Led **companion diagnostics pipeline portfolio** and drove lung cancer **product launches** with **Genentech** and **Pfizer.**



2001-2011

Led patient segment launch strategy for a **\$300M USD HEM/ONC** injectable, contributing to **2-fold increase in market share in 18 months.**

**Global business development go/no-go decisions & valuations.**

### CONTACT



sangeetha@kronos-health.com



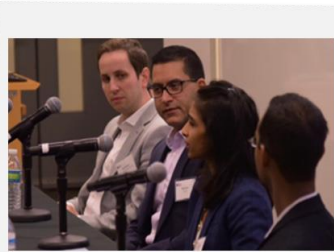
203.676.6265



KRONOS  
HEALTH

## EDUCATION

- MBA, Entrepreneurship and Innovation, **Stern School of Business, NYU**
- MS, Cellular and Molecular Genetics, **The Ohio State University**



*Executive in Residence NYU*

## IMPACT EXAMPLES

### Partnerships & Collaborations

- Pioneered flagship global summit at Bayer Pharma with ASCO's Ethics Committee, leading to precision medicine drug-diagnostics partnerships
- Co-developed Bayer-Leica Biosystems global commercial IHC/ISH RNAScope Companion Diagnostics collaboration agreement
- Partnered with American Cancer Society, revised CMS's Lung cancer screening guidelines, & drove a 20% increase in coverage

### Healthcare Technology, HEOR Strategy

- Currently driving growth and commercial expansion strategies for 3 healthcare technology start-ups, via partnerships and product management
- Co-authored a Diversity and Equity analysis, demonstrating the economic value of lung cancer screening on reduced health disparities
- Co-authored 'Digital Health White Paper' on healthcare innovation adoption

### Precision Medicine Commercial Strategy

- Established precision medicine launch strategy & process for \$150M Janssen Oncology asset (BALVERSA®) with 21% 5Y CAGR
- Developed commercial strategy playbook that set the foundations contributing to \$200M precision medicine pan-tumor drug VITRAKVI

### Portfolio Optimization (Drug Development)

- Served as commercial in-licensing lead & portfolio lead identifying competitive gaps & providing alliance-related considerations for commercial deal negotiations at Bayer Pharma
  - Led commercial pipeline strategy for 25+ programs in multiple tumors
  - Established Oncology think-tanks, contributing to drug fast-track designations and go/ no-go decision-making on portfolio assets
- Built Xarelto® life cycle plan at J&J within 6 months, securing \$30M USD budget

### Diagnostics Oncology Expertise

- Developed commercial strategy at Quest Diagnostics with market access plans and setting the foundations for commercial partnerships
- Established precision medicine Target Product Profile (TPP) across organization's Oncology portfolio; improved drug-diagnostic portfolio analysis, enabling 10+ pipeline assets to move into next phase



## REFERRALS

*" Sangeetha's knowledge of digital innovation, ahead of its time, is visionary "*

*– A.Kasuba, Global Development, Data*

*" Sangeetha seamlessly transitioned between strategy & operations with an action-oriented mindset "*

*– G.DeCotiis, Oncology Advocacy*



*Precision Medicine workshops  
RUTGERS*

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