

## BARBARA K. DEVIVO

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### HIGHLIGHTS

#### Academic professional with an exceptional track record in teaching and mentoring

- Received top-ranking among professors at the University of Memphis for every course I taught, year after year
- Received top-ranking among professors at Union Graduate School for a core MBA marketing course.
- Volunteered as a tutor for a blind student who later finished at the top of her class
- Engaged in several volunteer mentoring programs at Cornell University and continued working with students beyond program completion

#### Corporate business leader with extensive marketing experience and achievement in the global healthcare industry, specialization in oncology.

- Launched over 32 medical device products and two new MBA programs
- Executed due-diligence, strategy development, and operational implementation of four company acquisitions

#### Award-winning product launch and branding specialist with exemplary project leadership skills

- Received sector-wide recognition for the development and launch of a value-added healthcare program
- Won Kimberly-Clark's Extra Mile Award for leadership and creativity in executing concurrent product launches
- Won four awards for the development of unique medical marketing models that were implemented division-wide

<b>EDUCATION</b>
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<b>University of Albany, SUNY</b> – Albany, New York	Current
PhD Student	
Research Interest in Organizational Behavior Theory & Management	
<b>Mercer University</b> – Atlanta, Georgia	2003
Masters of Business Administration	
<b>Cornell University</b> – Ithaca, New York	1999
Bachelors of Science	
Major: Policy Analysis and Management; Minor: Marketing Management	

<b>TEACHING EXPERIENCE</b>
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<b>Union College, Graduate School of Management</b> – Schenectady, NY	2014
<i>Adjunct Professor</i>	
Taught a core MBA course: Healthcare Marketing Management	
Received top ranking in evaluations	

**University of Memphis, Fogelman College of Business and Economics** – Memphis, TN 2008-2012  
*Adjunct Professor of Marketing*

- Courses taught: Market Research, Principles of Marketing, Advertising and Promotion, Negotiation Skills
- Received top ranking among all university professors in every course I taught

### **TEACHING ASSISTANTSHIPS**

*Teaching Assistant, State University of New York, Rockefeller College of Public Administration & Policy* – Albany, NY. TA for Graduate-level course: PAD705: Research Methods Multivariate Regression/Econometrics. Fall 2013

*Teaching Assistant, Skidmore College* – Saratoga Springs, NY. TA for Undergraduate-level course: Consumer Marketing. Summer 2013

### **RESEARCH EXPERIENCE**

- Assisted physicians in clinical research and acted as a ghost writer for seven medical abstracts, white papers and non-peer-reviewed poster presentations; research focused on medical therapeutic modalities in oncology and dermatology
- Assisted in clinical research for 510K submissions to the FDA of novel medical devices

### **PROFESSIONAL EXPERIENCE**

**Extended Marketing Services, Incorporated** – Memphis, TN 2008-Current  
*President*

- Provide marketing, management, and regulatory consulting services for start-up medical device companies

**University of Memphis, Fogelman College of Business and Economics** – Memphis, TN 2008-2012  
*Executive Director of Marketing*

- Developed and implemented all marketing activities, recruiting efforts, program details, admissions requirements and contracts between students, companies and the University of Memphis
- Grew Executive MBA enrollment by 200%, increasing annual revenue by over \$530,000
- Launched a new Executive MBA in Health-System Pharmacy in conjunction with the University of Tennessee College of Pharmacy

*Director of Relationship Management*

- Developed, launched and managed a new MBA program tailored to meet industry-specific needs to support key businesses in the Memphis metropolitan area; program generated \$600,000 revenue annually for the business school
- Recruited students and companies for the new MBA program and maintained relationships with all relevant stakeholders including students, companies, faculty and alumni

**Thermage – Hayward, CA**

2007-2008

*Director of Professional Relations*

- Managed high-level relationships with leaders in global clinical technology in the aesthetic industry and directed all of the company's peer-to-peer marketing activities globally
- Taught product brand managers professional marketing concepts and implemented program into a consumer-marketing focused company
- Drove PR for physicians and contributed to company's advancement in technology and innovation through this channel

**RITA Medical Systems – Atlanta, Georgia**

2005-2007

*Director of Marketing, Embolization*

- Managed due-diligence and market research on US embolization market by conducting data and market analysis and holding national focus groups; devised strategic business plan and launched execution based on findings
- Developed and built market for new procedure platform in the US using drug-eluting embolization technique and grew to an annualized \$4 million business in 6 months
- Managed all elements of business and market growth through clinical development, practice building, aggressive sales support and training, territory building, peer-to-peer promotion, tradeshow promotion and print promotion
- Directed all elements of business management for the embolization business including logistics, legal and regulatory, packaging/labeling, P&L, forecasting, shipping and receiving, clinical support and manufacturing

*Senior Product Manager*

- Reconstructed the entire peripheral inserted central catheter line and quadrupled sales in the first quarter after launch
- Managed catheter business of the vascular access sector including central venous catheters, dialysis, PICCs, peritoneal catheters, acute and chronic vascular access lines while pioneering an internal telesales program to promote the vascular access business
- Supported and advised executive management, including CEO and CTO, in strategic business development and acquisition strategies by conducting market analysis, focus groups, competitive intelligence and trade marketing

**C.R. Bard – Covington, Georgia**

2003-2005

*Product Manager*

- Managed all elements of product category and brand management for a \$55.9 million oncology business in North America and Japan
- Provided leadership while managing an account development marketing team
- Provided continuous training, teaching and support to field sales force during launches and business acquisitions

**Kimberly-Clark Corporation – Roswell, Georgia**

1998-2003

*Global Market Analyst*

- Developed annual and long-term business plans for the healthcare sector; evaluated effectiveness of sales and marketing programs; advised executive management on top-line business decisions and strategic directions

- Monitored global industry, competitor and end-user trends; analyzed trends in business data that impact performance; supported cross-functional competitive intelligence team through teaching/training

#### *Product Technical Specialist*

- Successfully launched five new product lines; designed the official product launch plan for the healthcare sector; directed and monitored several new product launch and salesforce programs
- Defined field and product requirements; participated in development and execution of new products and sales tools; provided clinical technical expertise and training to the North American field sales team

#### *Product Manager*

- Managed a \$67.4 million infection control product line in North and South America, Europe and Japan
- Developed and supervised all aspects of product category and brand management for the infection control line of healthcare products including pricing strategy, competitive research, strategic product and market development, promotional programs, financial/P&L analysis, distribution strategies, product sampling and field sales training

#### *Field Sales Representative*

- Developed continual working business plans to support territory sales objectives
- Conducted distributor training for specific key distributors; conducted end-user education to support sales cycle

### **PRESENTATIONS**

**American Society of Clinical Oncology.** *Inter-organizational Barriers to the Adoption of Evidence-Based Treatment Modalities: A Sociological Perspective.* ASCO Working Group Meeting. April, 2016

### **PROFESSIONAL & ACADEMIC ASSOCIATIONS**

Member: American Society of Clinical Oncology

Member: Academy of Management

### **REFERENCES**

Available upon request