

JOHN HOSIER

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PROFESSIONAL EXPERIENCE

- Manglovo Health, Minneapolis, MN 2025-Current
Advisor
Advise an early-stage tech venture on global product strategy, fundraising, and go-to-market execution; support investor relations and strategic partnerships through targeted introductions and tactical counsel.
- John Hosier Healthcare Consulting, West New York, NJ* 2015-Current
President
Provide organizational design, commercialization insights, strategic business planning, and product marketing support to the C-suite of pharmaceutical and biotechnology companies, as well as leading investment firms and consultancies.
- Havas Health & You, NYC, NY* 2017-2020
Chief Strategy Officer, Hematology & Oncology Village
Founding hire for a new agency concept within Havas; led strategy, planning, medical and business development functions as the agency scaled from inception to servicing multiple clients as a fully integrated healthcare advertising agency of record (all brand marketing and personal/non-personal promotional efforts, digital and print, across healthcare provider, patient, and payer channels.)
- EISAI INC, Woodcliff Lake, NJ* 2009-2015
Head of Commercial Operations – Americas (2013-2015)
Promoted to launch a commercial operations business unit (market research, business analytics, management sciences, digital marketing, sales training and development, incentive compensation, fleet services, samples, convention and meeting planning, and contract sales.) supporting the US, Canada, Mexico, and Brazilian markets across primary care, oncology, and established products.
Head of Marketing - Primary Care, CNS & GI (2011-2013)
Promoted to manage and develop commercial specialty marketing teams for the United States with approximately \$1.8 billion P&L ownership of two portfolios, consisting of 5 products. Oversight and control of brand pre-launch, launch, in-line, and loss of exclusivity strategy; US marketing/promotional budget; and marketing teams.
Brand Lead/Director - Oncology/Institutional Care Marketing (2009-2011)
Recruited to led marketing strategy and cross-functional brand planning for an oncology asset, overseeing positioning, launch readiness, promotional development, and field engagement to drive uptake in a complex competitive therapeutic landscape.
- ROCHE, Nutley, NJ* 2007-2009
Customer Development Director - Medicare Segment
Steer Roche oncology/specialty product reimbursement policy as a strategist focused on payor markets and health policy.

PFIZER (FORMERLY PHARMACIA & UPJOHN) Various Locations 1999-2007
Associate National Sales Director - Oncology/Ophthalmology (2004-2007)
National Accounts Oncology Account Manager (1999–2004)
Clinical Practice Liaison/Reimbursement & Business Consultant (1999-2004)

ASTRA-ZENECA PHARMACEUTICALS 1996-1999
Oncology/Urology Sales Representative (1998-1999)
Primary Care Sales Representative (1996-1998)

TEACHING EXPERIENCE

Fairleigh Dickinson University Silberman College of Business, Madison, NJ 2017-2022
Adjunct Professor, Pharmaceutical Marketing & Product Development (PHAR_6615)
Developed and taught graduate-level course for MBA, Executive MBA, and Accelerated MBA programs.

Fairleigh Dickinson University Silberman College of Business, Teaneck, NJ 2018-2019
Adjunct Professor, Strategic Marketing (MKTG_6012)
Developed and taught graduate-level course for MBA, Executive MBA, and Accelerated MBA programs.

Fairleigh Dickinson University Silberman College of Business, Teaneck, NJ 2018
Guest Lecturer, Strategic Marketing (MKTG_3344)
Delivered guest lecture to undergraduate students.

Fairleigh Dickinson University Silberman College of Business, Madison, NJ 2015
Guest Lecturer, Pharmaceutical Marketing & Product Development (PHAR_6615)
Delivered guest lecture to graduate students.

BOARD SERVICE

Fairleigh Dickinson University Silberman College of Business, Madison, NJ 2024-Current
Member, Advisory Board, Marketing, Management and Entrepreneurship Department
Advise the department on curriculum development, industry trends, and strategic initiatives to ensure programs remained current and aligned with business needs, while supporting connections between faculty, students, and the professional community.

Fairleigh Dickinson University Silberman College of Business, Madison, NJ 2018-2022
Co-Chairman of the Marketing, Information Systems, and Decision Science Advisory Board
Provide oversight on curriculum development, industry trends, and strategic initiatives to ensure programs remained current and aligned with evolving business needs, while fostering connections between faculty, students, and the professional community.

Fight Cancer Global, Spring, Texas 2023-Current
Member, Scientific Advisory Board
Advise a global nonprofit dedicated to ending isolation in cancer care; advance patient advocacy, foster clinical collaboration, and expand healthcare access across 100+ underserved countries.

INDUSTRY ENGAGEMENTS

<i>Entrepreneurship Lab (ELabNYC), NYC, NY</i> Mentor Provide mentorship to early-stage healthcare startups in a business accelerator environment, providing guidance on business strategy, market validation, and healthcare industry trends. Support founders in refining their value propositions and connecting with key industry stakeholders.	2015-Current
<i>The Accelerator for Biosciences in Connecticut (ABCT), Brandford, Ct</i> Mentor Provide mentorship to early-stage healthcare startups in a business accelerator environment, providing guidance on business strategy, market validation, and healthcare industry trends. Support founders in refining their value propositions and connecting with key industry stakeholders.	2017-Current
<i>Blueprint Health, LLC, New York, NY</i> Mentor Provide mentorship to early-stage healthcare startups in a business accelerator environment, providing guidance on business strategy, market validation, and healthcare industry trends. Support founders in refining their value propositions and connecting with key industry stakeholders.	2015-2017
<i>Gerson Lehrman Group (GLG)/Guidepoint Global Advisor</i> Council Member/Advisor Providing insights to leading investment firms, corporations, consultancies. Advising and on healthcare policy, pharma/biotech landscape (branded, generic, and biosimilar), market access, commercial marketing/operations, and channel strategy.	2009-Current

MEDIA ENGAGEMENTS

<i>What RFK Jr.'s Dislike for Drug TV Commercials Could Mean for the Ad Industry</i> [interview], Megan Graham, The Wall Street Journal.	Jan 2, 2025
<i>Solving The Rx Adherence Puzzle</i> [panelist], Mark Iskowitz, Medical Marketing and Media, Leadership Exchange UNCUT.	Jan. 2015
<i>Loyalty Programs: Beyond the Co-Pay Card</i> [quoted], James Chase, Medical Marketing and Media.	May 1, 2015
<i>If We Could Start Over....</i> [panelist], James Chase, Medical Marketing and Media, Leadership Exchange UNCUT.	Dec, 2013
<i>Co-Pay/Loyalty Program: Shuffling the Pack</i> [interview], Larry Dobrow, Medical Marketing and Media.	May, 2013
<i>Leadership Exchange: Pact With the Payer</i> [panelist], James Chase, Medical Marketing and Media.	Oct 1, 2012
<i>ICD-10 Poses Major Challenges for Pharmaceutical Companies</i> [summarized contributor], Rachel Fields, Becker's ASC REVIEW.	Mar 10, 2011

INVITED SPEAKING ENGAGEMENTS

Healthcare Reform Update: Nancy Pelosi's Prescription Drug Bill, Speaker, Guidepoint Investment Community.	2019
Drug \$ Reform: Options Post the Elimination of the Rebate Rule, Speaker, Guidepoint Investment Community.	2019
Copycats: Looking at Biosimilars in 2019, Speaker, Guidepoint Investment Community.	2019
Drug Pricing Proposals: Implications for the Pharma Supply Chain, Speaker, Guidepoint Investment Community.	2018
3rd Annual World Congress to Improve Adherence & Enhance Patient Engagement, Conference Chair/Keynote Speaker/Panel Moderator.	2015

MEMBERSHIPS/ASSOCIATIONS

Pharmaceutical Management Science Association (PMSA)	2025
New Jersey Association of Professional Mediators (NJAPM)	2025

PROFESSIONAL DEVELOPMENT

Civil Mediation Training Program (40-hour training requirement for inclusion on the Rule 1:40 Civil, General Equity, and Probate Mediation Roster of the Superior Court of New Jersey), New Jersey Association of Professional Mediators, Montclair, NY.	2025
Leadership 15 (invite only executive development program for high senior leaders), GLG Institute, NYC, NY.	2013
Executive Leadership Development Program (200+ hrs, custom program for Eisai Pharmaceuticals), The Wharton School, University of Pennsylvania, Philadelphia, PA.	2009
Executive Leadership Development Program (60+ hrs, custom program for Pfizer Pharmaceuticals), Harvard Business School, Cambridge, MA.	2000

EDUCATION

B.S. Biology, Baldwin Wallace College, Berea, OH.	1996
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