



Mark Olmstead, MBA

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SENIOR EXECUTIVE PROFILE

- Visionary and Strategic Thinker: Multi-dimensional strategic thinker - drives innovation and long term planning
- Extensive Executive Experience: Cross functional commercialization with IDNs, clinics, HCP offices, GPOs & retail pharmacy
- Proven Track Record: Led 10 Payer launches including Stelara® & Simponi® with CMS, payors, PBMs, IDNs & VA
- Diverse Skill Set: Executive leadership, strategic planning, business development, and financial acumen
- Industry Recognition: NPIAP Public Policy, COVID-19 Leadership, J&J Marketing & President's Cup(s) Awards

SKILLS

Executive Leadership

Strategic Planning

Financial Acumen

Business Development

Healthcare Economics

Market Access & Reimbursement

Government Relations

ASSOCIATIONS

Academy of Managed Care
Pharmacists (AMCP)

Society for Hospital Medicine (SHM)

Association for Healthcare Resource
& Materials Management (AHRMM)Healthcare Financial Management
Association (HFMA)The Professional Society for Health
Economics & Outcomes Research
(ISPOR)

EXPERIENCE

VIBRANT GASTRO | NOVEMBER 2023 - PRESENT**Austin, TX**

VICE PRESIDENT, MARKET ACCESS & REIMBURSEMENT

- Responsible for payor go-to-market coverage, across health plans, PBMs, IDNs, Patient HUB, contracting and evidence for FDA cleared class II solution for Chronic Idiopathic Constipation (CIC)
- Gained formulary positions for 42 M lives, contracted coverage for 180 M lives in first 12 months
- Expanded coverage to 220M lives, 90 payors by Q1 2026 with > 53M additional contracted
- Obtained Federal Supply Schedule 65IIA 5 Year Contract Award for Vibrant System 15 JUL 2025
- Develop and execute evidence based publication plan, AMCP e-dossier, and align with sales on an Rx based sales targeting approach with senior leaders driving 50% new Rx in first 9 months
- Lead Advocacy / Lobbying for medical device market access with CMS, Capitol Hill, and MDMA
- Develop and execute greater evidence publications in RWE, Cost Effectiveness, and Safety & Tolerability; publishing all three peer reviewed articles in first 12 - 15 months

SMITH & NEPHEW | JANUARY 2022 - NOVEMBER 2023**Fort Worth, TX**

SENIOR DIRECTOR, MARKET ACCESS & REIMBURSEMENT

- Led 67 FTEs, and 22 contingent hires, in market access & reimbursement and sales growth as US Wound Care & Global Cross Franchise Leadership Team member, improving reimbursement HUB service turn around by < 2 days for over 50K claims annually; increasing market access and improve sales revenue by 3% / \$19M in \$700M in US organization in bio-tissue and NPWT
- Incorporated business development acquisition opportunities within Wound Care Franchise
- Implemented new structure to improve market access & reimbursement with field sales; incorporating integrated healthcare partnerships with traveling physician groups, commercial payers & integrated delivery networks; as well as created new value-based IDN contracting model
- Developed three year evidence based value platform with RCT and RWE for expanded coverage for wound care medical policy in commercial and government payers and new distributors

MOLNLYCKE HEALTHCARE | 2015 - 2021**Peachtree Corners, GA**

VICE PRESIDENT, STRATEGIC ACCOUNTS & HEALTH ECONOMICS, 2019 - NOVEMBER 2021

VICE PRESIDENT, GOVERNMENT AFFAIRS, REIMBURSEMENT & HEALTH ECONOMICS, 2017 - 2019

SENIOR DIRECTOR, REIMBURSEMENT & HEALTH ECONOMICS, 2015 - 2017

- Worked across portfolio with Investor AB to identify new product offerings including NPWT
- Led seven levels of commercial, IDNs, GPO, payer, and government businesses, as well as new retail pharmacy private label branded contracts as Leadership Team executive with 29 FTE's
- Drove increased market access & sales top and bottom-line revenue growth in top healthcare systems, GPOs, distribution, government relations & reimbursement, and health economics and outcomes research in \$2.2B USD global organization for six years
- Led and delivered on COVID-19 PPE U.S. business, delivering > \$10M in top line revenue
- Delivered Growth Year over Year of: 6.4%/\$16M H1 2021; 8.2%/\$19.1M 2020; 7.4%/\$24M 2019
- Led 2018 \$160M surgical glove business turn around increasing sales > 5% in 10 months
- Launched three new products and over 300 PDAC approvals for new HCPCS codes, as well as introduced new legislation on pressure injury and hospital acquired conditions

ESSILOR OF AMERICA | 2014 - 2015**Dallas, TX**

VICE PRESIDENT, MANAGED CARE

- Spearheaded strategy, contracting, pricing, market access, formulary management and sales force execution as a senior executive across a globally matrixed \$2B+ vision company
- Delivered > 5% growth year over year on \$600M+ business; creating and implementing payer and reimbursement strategy, contracting and pricing, & managed care messaging
- Executed new and emerging programs; e.g. Ultimate Lens Package of Varilux®, Crizal® Previncia® & Transitions™ Extra Active, to specialty vision and government programs
- Executed the sale of Essilor lab to Service Disabled Owned Small Business (SDVOSB) to gain sales of over \$25M in Veteran Affairs and Department of Defense vision business

JOHNSON & JOHNSON | 1997 - 2014

Jacksonville, FL

JOHNSON & JOHNSON VISION CARE | 2011 - 2014

ASSOCIATE DIRECTOR, HEALTH ECONOMICS & MARKET ACCESS, 2012 - 2014

- Executed managed vision care strategy & health economic tactics for a \$3.8B vision materials organization
- Implemented ACA Pediatric Vision legislation in Washington State; improving payment & benefit design
- Collaborated with J&J Government Affairs delivering \$300M in Tax Incentives for Jacksonville plant expansion
- Delivered best strategies for vision payment designs for 2K KOLs as SME Speaker at 3 professional associations

STRATEGIC ACCOUNT MANAGER, 2011 - 2012

- Led customer operations for \$250M contact lens businesses at Walmart and 1-800 Contacts
- Executed strategy in targeted high potential (HIPO) segmentation at 2K U.S. Vision Centers
- Drove sales force execution messaging to grow ACUVUE" products both in-store and online

CENTOCOR ORTHO BIOTECH | 2006 - 2011

PRODUCT DIRECTOR, PAYER / SITE OF CARE MARKETING, 2008 - 2011

Horsham, PA

- Led payer launch for largest pharmaceutical product to date (STELARA®), implementing a differentiated messaging to increase STELARA® usage (4 injections after 2 starter doses), a first in industry and now utilized by competitor in psoriasis, ILUMYA™, as HUMIRA® is required weekly
- Boosted revenues by 80% and 60% over forecast in first three months of **leading the STELARA® payer launch**, and first eight months of **leading the SIMPONI® payer launch**; executing on a local market payer strategy with field
- Developed PBM, SPP, & Retail Pharmacy pathways for new channels for distributing newly-commercialized products

DIRECTOR, LEADERSHIP TRAINING AND DEVELOPMENT, 2006 - 2008

Bridgewater, NJ

- Developed the Top Gun and S.E.A.L., (Strategic Engagement in Accountable Leadership) sales effectiveness legacy development programs; certifying 1K Sales Managers & Directors
- Built leadership bench, top 5% of the sales force, collaborating with executive management across J&J to expedite talent readiness in open roles; focusing talent experience on channel selling & results
- Created and launched two Ortho Biotech firsts; Coaching & Targeted Selling Model for sales growth

JOHNSON & JOHNSON | ORTHO BIOTECH, ONCOLOGY DISTRICT MANAGER, 2003 - 2006

Jacksonville, FL

STRATEGIC ACCOUNT MANAGER, 2001 - 2003

Antioch, CA

MANAGER-SALES TRAINING, SURGERY/CRITICAL CARE, 1999 - 2001

Bridgewater, NJ

FIELD PRODUCT SPECIALIST, 1997 - 1999

Tulsa, OK

ALLEGIANCE HEALTH CARE | FIELD SERVICES REPRESENTATIVE, 1996 - 1997

Dallas, TX

CONNECTICUT SURGERY CENTER | MATERIALS MANAGER; CLINICAL SPECIALIST 1988 - 1996

Hartford, CT

EDUCATION

**MASTER OF BUSINESS
ADMINISTRATION**

LaSalle University
Philadelphia, PA

BACHELOR OF SCIENCE

Eastern Connecticut State
University Willimantic, CT

ADVOCACY

Former Registered Federal Lobbyist

CERTIFICATIONS

Health Economics
Methods for Quality Improvement Economic
Evaluation of Pressure Ulcer Prevention
Certified Session Leader Managing Conflict
Managing Human Performance

Versatile Pharmaceutical Coach and
Representative Social Styles Model Facilitator

ACHIEVEMENTS

Vibrant Gastro, Inc.

Commissioned HE Publication: Adv Ther
<https://doi.org/10.1007/s12325-024-03035-0>, Nov 2024

Smith & Nephew

Commissioned Publication: DOI: 10.1089/wound.2023.0143
 Healthcare Economics Certification
 Johns Hopkins Bloomberg School of Public Health - Jan 2023

United States Senate - Honorable Senator David Purdue - COVID-19 Pandemic Recognition
 US Flag Flown Over US Capitol - Partnership for Supplying Essential Medical Supplies - JUL 2020

Mölnlycke Healthcare

NPIAP Thomas Stewart Founders Award in Public Policy - MAR 2021 COVID -
 19 Leadership Award - SEP 2020
 Project Nike Silver Leadership Award - SEP 2018
 NPWT Management Gold Award - DEC 2016

Johnson & Johnson

Standard of Leadership Award - 2014, 2008, 2007, 2001, 2000, 1999
 Marketing Leadership Award - MAY 2010
 Transition Leadership Award - JAN 2009
 Platinum Encore Award - AUG 2013, DEC 2008
 Teal Diamond Award - 2007, 2005, 2003, 2002, 1999
 President's Cup - Oncology #1 District Manager - 2006
 Infinity Cup -Top District Award in Nation - 2006
 Fast Start Contest Tier I District Award - 2nd Qtr. 2006
 Infinity Cup -Top District Award in Region - SEP 2005
 South East Region Most Improved District DOXIL® Growth - 4th Qtr. 2004
 President's Cup - Second Place; Fifth Place - Dallas District - 1998, 1997

Connecticut Association of Purchasing Managers

Professional Development Person of the Year -1995