

Keith Gordon, Ph.D.
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Overview: PhD with 20+ years preclinical and clinical pharmaceutical research experience, as well as significant experience in pharmaceutical medical services, US and Global marketing.

July 2006 – present President GordonSquared Inc.
Global Pharmaceutical Marketing solutions

July 2005 – June 2006 Organon International, Inc.

Senior Director Medical Services, Fertility, International Marketing

Responsibilities include: Provide medical marketing guidance for Key countries, including the United States, Japan and several European Union countries, for fertility products with sales in excess of \$400 million. Designed key global phase IV clinical trial. Provide medical marketing input and strategic direction to global product development strategy.

- Provide significant guidance to proof-of-concept teams for fertility, and for therapeutic area team.
- Serve as Key company spokesperson at International Meetings
- Provide medical insight for business development team in fertility and womans health therapeutic areas
- First author of pivotal publication behind 10 year 1,000,000 children claim for Puregon®
- Devised concept, found speakers and designed content for key symposium at 2006 ESHRE meeting “Building on Success: lessons for the future’

March 2004 – June 2005

Organon International, Inc.

Senior Director Medical Services, Fertility, Anesthesia, Analgesics, International Marketing

Responsibilities include: Provide scientific support to marketing for Key countries, including the United States, Japan and several European Union countries, for fertility, anesthesia, and analgesic products with sales in excess of \$500 million.

- Provide significant guidance to proof-of-concept teams for fertility, anesthesia and analgesic markets
- Member of small team that redesigned Global marketing campaign for Follistim®/Puregon®

Sept 2002 – March 2004

Organon International, Inc.

Senior Director Medical Services, Fertility, International Marketing

Responsibilities include: Provide scientific support to marketing for 10 major countries, including the United States, Brazil, Canada, Japan and several European Union countries, for fertility products with sales in excess of \$350 million. Develop content and design for global clinical trials, determine scope of and allocate in excess of \$2 million for medical educational projects worldwide, play key role in determining global product development strategy, serve as task force leader for preventive drug safety monitoring committee.

- Developed positioning statements for all key fertility products
- Led presentation to FDA in support of NDA application for key new product
- Integrated international medical team for fertility into cohesive, effective unit
- Conceptualized and implemented global speakers bureau and key opinion leader advisory board

1999-2002

Organon USA

2001-2002 Director, Reproductive Medicine, Medical Services

2000-2001 Associate Director, Reproductive Medicine, Medical Services

1999-2000 Assistant Director, Reproductive Medicine, Medical Services

Responsibilities included: Provided scientific and technical support for infertility products with annual sales exceeding \$120 million, including serving as product spokesman within clinical community. Evaluated potential reproductive medicine compounds for licensing and future development.

- Significant involvement in launch of new product (ganirelix acetate [Antagon]) including development of slide kits and training material for sales force, publication of results of pivotal trial in peer-reviewed journal, and multiple presentations at national and international medical meetings.
- Established and managed network of key practitioners and researchers in infertility field
- Coordinated annual CME for 200 infertility nurses throughout North America
- Developed national medical liaison program, providing initial and ongoing medical training as well as continued scientific support.
- Served on ART, GnRH antagonist, FSH-CTP and Oral LH Global Market Teams from 2000 to 2002 as medical representative from US.
- Developed medical component of marketing platform for fertility drugs
- Collaborated with drug information specialists and drug safety and surveillance departments regarding safety of marketed products and ongoing clinical trials.
- Integrated scientific, clinical and marketing considerations into phase I through III clinical development process, including interpretation of clinical trials.
- Established and coordinated annual \$2 million educational grant program that generated numerous abstracts and manuscripts on company products.

1999 Clinical research scientist

Responsibilities included: Design and implement clinical trials to provide pivotal trial data in support of NDA applications.

- Conducted pivotal phase III, randomized controlled 12-center clinical trial for new rFSH formulation.
- Designed pivotal trial(s) to support NDA for androgen replacement therapy.

1998-1999 Balance Pharmaceuticals, Inc., Santa Monica, Ca.

Director, Product Evaluation. Provided clinical support for Phase I and II clinical trials for combination therapy with GnRH agonist, estrogen, androgen and progestin delivered via nasal spray with clinical applications in uterine fibroids, endometriosis, and prevention of breast cancer. Provided pre-clinical development of PLGL delivery system for GnRH agonist plus steroid add-back.

1986-1999 Eastern Virginia Medical School, The Jones Institute for Reproductive Medicine, Norfolk, Va

1997-1999 Associate Director for Scientific Studies, Technology Development Center

Responsibilities included: Design, conduct and report on pre-clinical trials of pharmaceutical pharmacodynamics using primate model systems.

Early Experience: Came to EVMS to complete post-doctoral fellowship; eventually promoted to Associate Professor, Department of Obstetrics and Gynecology, and Division Director of Reproductive Sciences.

- Published more than 40 peer-reviewed articles
- Presented more than 75 abstracts at national and international scientific meetings
- Received in excess of \$500,000 in scientific grants

Education

BSc (Hons), Vertebrate Zoology, 1982 Glasgow University, Glasgow, Scotland

Ph.D. 1986 Reproductive Physiology, Monash University, Clayton, Victoria, Australia

Post Doctoral Training, The Jones Institute for Reproductive Medicine, Eastern Virginia Medical School, Norfolk VA.

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