

**M. CHAD MCBRIDE**  
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## **INNOVATION AND GROWTH-FOCUSED LEADER**

- Driven leader with extensive experience in product innovation, strategic planning, pharmaceutical commercialization, and marketing & sales.
- Pharmaceutical & Healthcare Innovation, Product Development & Marketing Qualifications
- Leading Customer-Driven Product and Service Innovation
  - Growth Strategy Implementation
  - Corporate and Business Unit Strategy Development
  - Launch and Brand Development
  - Business Development
  - Sales Team Leadership

## **PROFESSIONAL EXPERIENCE**

**Kelley School of Business**, Indiana University, Bloomington, IN **Aug 2021 – Present**  
**Marketing Lecturer** **Aug 2021 – Present**

- Develop and deliver courses and seminars focused on the Business of Healthcare, Product Innovation and Global Marketing for undergraduates, MBAs and Executive MBAs.
- Leading and collaborating with cross-functional colleagues to deliver business of healthcare strategic initiatives across the Kelley School of Business.

**Systemic Innovation**, Carmel, IN **July 2020 – Present**  
**President, Founder, Innovation Champion** **July 2020 – Present**

- Advising pharmaceutical and biotech startup CEOs and Senior Leaders.
- Developing innovation-driven strategies to deliver accelerated company growth.
- Creating strategy implementation plans and tools to drive company success (e.g. launch plans, market assessment, sales forecast models and analytics, customer-driven target product profiles).

**Eshelman Institute for Innovation**, University of North Carolina, Chapel Hill, NC **Apr 2021 – Dec 2021**  
**Entrepreneur in Residence** **Apr 2021 – Dec 2021**

- Responsible for strategic planning and marketing across therapeutics and digital health.
- Developed Eshelman Institute strategy to deliver healthcare innovation in Oncology, Neuroscience, Infectious Disease Therapeutics and Digital Health.

**Elanco Animal Health**, Greenfield, IN **January 2015 – July 2020**  
**Executive Director, Product Innovation** **January 2018 – July 2020**

- Responsible for \$1B of future sales across 30 new Pet and Farm Animal brands.
- Developed all species and therapeutic area strategies leading to \$1B of additional sales opportunities.
- Combined deep customer insights with cutting edge science.
- Oversaw all marketing, new brand development from the Research phase to launch (>70 projects).
- Led commercial and marketing prioritization of internal and external innovation opportunities.
- Built an industry-leading team by recruiting top product innovation talent to Elanco.

**Senior Director, Innovation Strategy** **January 2015 – December 2017**

- Led R&D/Innovation Strategic Planning including R&D portfolio strategy for >250 projects.
- Catalyzed R&D capability development aligned with company innovation strategy.
- Established analytics-based valuation for the ~\$2B Elanco R&D pipeline.

**Eli Lilly & Company, Indianapolis, IN**  
**Director Strategic Planning**

**May 2000 – December 2014**  
**February 2010 – December 2014**

- Led strategic planning for Lilly's largest business unit including the Neuroscience, Autoimmune, Urology, Musculoskeletal and Cardiovascular therapeutic areas.
- Managed Lilly's global strategic plan to build a multi-billion-dollar growth business in Autoimmunity, including ensuring cross-functional alignment between Research, Development, Marketing, Regulatory and other key global functions.
- Oversaw business development activities, both in-licensing and out-licensing, for Autoimmune and Neuroscience therapeutic areas.

**Director of Marketing & Sales Strategy, Indianapolis, IN**

**August 2006 – February 2010**

- Led development of strategic plans for the global marketing & sales function, including identification of market opportunities and investment prioritization across therapeutic areas and geographies.
- Co-led development of Lilly's growth strategy and business unit design for the \$3B China and other Emerging Markets business unit.

**Manager of Marketing & Sales, Madrid, Spain**

**December 2003 – August 2006**

- Delivered ~20% above plan performance for Lilly Diabetes including re-acceleration of insulin sales and double-digit market share growth for an oral diabetes medicine.
- Developed and implemented commercialization plans for a new diabetes brand launch.

**Marketing Manager, Indianapolis, IN**

**May 2000 – December 2003**

- Led development of marketing strategy and implementation of new marketing organization that resulted in more effective and efficient marketing across the company.
- Developed and implemented company-wide brand planning framework.

**Novations Consulting Group**  
**Consultant, Vice President**

**May 1995 – May 2000**

- Led corporate strategy development projects for Fortune 500 clients in health insurance, pharmaceuticals, and technology industries.
- Worked with Fortune 500 clients to develop and implement corporate and business unit strategies.

## **EDUCATION**

**Master of Business Administration**  
Brigham Young University, Provo, UT

**Bachelor of Arts, Honors Degree**  
University of Utah, Salt Lake City, UT

## **SERVICE, SKILLS & INTERESTS**

- Fluent in Spanish
- Enjoy Tennis, Family, and Reading
- Boy Scout Leader, Eagle Scout
- Little League Baseball Coach
- Strategy games aficionado