

## JENNIFER M. WOODFIN

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### EDUCATION

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#### MIT SLOAN SCHOOL OF MANAGEMENT

*Candidate for MBA, June 2010*

Cambridge, MA  
2008 - Present

- BioInnovations Conference Future of Healthcare Panel Co-Lead, Biomedical Business Club.
- Member of Sloan Women in Management, Innovation Club and Marketing Club.
- Served as Pilot to facilitate orientation activities and mentor team of 7 first-year students.

#### MASSACHUSETTS INSTITUTE OF TECHNOLOGY

*SB, Management Science (Marketing Concentration)*

Cambridge, MA  
1999 - 2003

- Researched success factors for cardiovascular device start-ups with New Venture Observatory.
- Co-captain, Women's Water Polo Club for 2 seasons. Varsity swim team member.
- GPA: 4.7/5.0.

### EXPERIENCE

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#### BIOGEN IDEC

*Intern, Managed Care Marketing*

Wellesley, MA  
Summer 2009

- Prioritized future competitor products to \$2.8B MS portfolio for additional pricing and reimbursement analysis, based on interviews with 15 Directors and Managers and review of existing primary and secondary market research.
- Accelerated evaluation of pricing and reimbursement impact of breakthrough future competitor products, enabling proactive strategic and tactical planning to address key threats.
- Partnered with account manager to create training materials for account representatives to gain buy-in on rebate levels and marketing messages in response to near-term competitive launch, enabling confident response.
- Collaborated with colleague to develop likely competitive launch scenarios and brainstorm potential Biogen Idec response.

#### MOMENTA PHARMACEUTICALS

Mid-sized public biotechnology firm

Cambridge, MA  
2006 – 2008

*Senior Associate, Market Research & Analysis (promoted from Associate)*

- Built and led cross-functional team of executives to develop product forecast, which was used to win Board of Director support for advancing next-generation anticoagulant into Phase I and subsequently Phase II trials.
- Forecasted potential product royalty obligations and communicated estimates to senior management, leading to an intensive design-around project yielding estimated future annual savings of over \$1M.
- Researched MS market and developed new forecast model used by VP of Business Development to negotiate terms for a four-product deal worth up to \$263M.
- Conducted analysis of projected cash flows for key project and presented findings to CEO, enabling greater understanding of company cash needs and partner incentives.
- Collected and synthesized competitive intelligence for all generic and novel product candidates in areas including thrombosis, acute coronary syndromes, multiple sclerosis, and oncology.

#### ZS ASSOCIATES

Management consulting firm specializing in sales and marketing

Boston, MA  
2003 – 2006

*Associate Consultant (promoted from Business Associate)*

- Recommended physician positioning strategy for MS drug launch based on quantitative market research and conjoint analysis. Developed and implemented sales and marketing strategy for launch.
- Helped to adapt sales force alignment techniques used in pharmaceuticals to additional industries such as insurance, financial services, dental care, and cabinet-making.
- Served as subject expert for sales force alignment software in Boston office; led training for redesigned software.
- Mentored two first-year associates who were later promoted to Associate Consultant.

### PERSONAL

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- Frequent diner at Boston and Cambridge restaurants, leading to accidental appearance on *Phantom Gourmet*.
- Enjoy baking, particularly my signature double chocolate brownie cookies.