

# WILLIAM GARCIA

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## MEDICAL INNOVATIONS SPECIALIST

Highly effective Medical Innovations Specialist with over 10 years of experience specializing in pharmaceuticals, innovation implementation and the growth and leadership of the XYZ Medical Team. Award-winning digital and multimedia innovations developer for patients and healthcare professionals. Offering an array of skills in leading complex teams, creative problem solving, managing multi-million dollar innovations, communicating medical insights at the highest levels, overseeing P&L, team development and establishing appropriate connections.

Strong collaboration and leadership skills developed through years of service in the U.S. Coast Guard. Proven ability to develop and implement plans for innovative product launches and ensure their sustained success. Track record of utilizing a solutions-oriented approach to exceed all targets and deadlines while multi-tasking on projects in dynamic, fast-paced environments.

### SUMMARY OF QUALIFICATIONS

- *Leading Innovation Strategies*
- *Scientific & Medical Expertise*
- *Building Dynamic Teams*
- *Digital Media Planning*
- *Digital Communications*
- *Cross-Functional Collaboration*
- *Delivering Transformative Change*
- *Identifying Growth Opportunities*
- *Fostering Strategic Partnerships*
- *Driving Desired Outcomes*
- *Multi-Million Dollar Budgeting*
- *Modeling Positive Cultural Behaviors*
- *Project Leadership*
- *Team Leadership*
- *Global Trend Analysis*
- *Staff Training & Development*
- *Children Advocacy*
- *Ensuring Long-Term ROI*

### PROFESSIONAL EXPERIENCE

#### DIRECTOR, MEDICAL AFFAIRS & INNOVATIONS

July 2022 - Present

##### 123 Pharmaceuticals Inc., Chicago, IL

Responsible for the enterprise level development of digital innovation strategies, communication, medical education and publication plans.

- *Cultivate plans for new product launches, including **award-winning, multi-million dollar innovation strategies** and advanced medical team implementation.*
- *Demonstrate full management and leadership of advanced MSL team for Eastern U.S. Medical Affairs department.*
- ***Lead digital/multimedia learning** and marketing platform development used in multichannel communications for HCPs, including Virtual Reality, Augmented Reality, Internet application and video production mediums.*
- *Develop Standard Operating Procedures (SOP), training programs, field documentation systems and content presentations for new field teams in collaboration with executive leadership, compliance and third-party vendors.*
- ***Manage customer outreach campaigns**, including the development of monthly newsletters, Centers of Excellence programs, quarterly webinars and the Meet the Author series.*
- *Collaborate with patient advocacy groups to develop opioid reduction programs amongst physicians nationally.*
- *Act as Primary Medical Affairs liaison to commercial and managed access teams in cross-collaboration initiatives.*
- *Handle full P&L responsibilities.*

#### SENIOR CLINICAL EDUCATION SPECIALIST (SCES)

September 2018 - July 2022

##### 123 Pharmaceuticals Inc., Chicago, IL

Established new clinical expert role within Medical Affairs department.

- *Served as **Project Manager** for Institutional Research, Value Assessment and Strategic Partnership initiatives.*
- ***Established strategic alliances** with both National and Regional Key Opinion Leaders, Societies, research networks, guideline organizations and professional organizations.*
- *Identified and managed Investigator Initiated Trials (IIT) and 123 grant research.*
- *Managed, trained and mentored several personnel reports while managing a clinical territory.*

**REGISTERED NURSE – ELECTROPHYSIOLOGY LAB | NEUROSCIENCE  
ABC Medical Center, Chicago, IL****February 2014 – August 2018**

Hired as Registered Nurse covering numerous areas due to demonstrated ability to handle high-level medical needs for patients in various conditions.

- *Provided surgical scrub and nurse circulator support for all cardiac surgeries and procedures conducted within electrophysiology lab.*
- *Delivered **critical nursing care for high acuity ICU and postsurgical patients** on ventilators, vasopressors, sedatives and Cardiac/Vascular monitoring systems within level-one trauma center.*

**HONORS AND ACHIEVEMENTS**

*Pharmaceutical Marketing Digital Awards Candidate - 2 categories (EU), 2017*

*Marketing, Medical & Media (MM&M) Award finalist, 2017*

*HIVE Health Digital Program Innovation Award, 2016*

*Executive Medical Affairs Leadership Team, 2014 – Present*

*National Leadership Retreat Clinical Representative, 2014 – 2017*

*Developed infrastructure for growth of two separate Medical Affairs departments, 2012 – Present*

*Medical Affairs Trainer, 2012 – Present*

*Clinical Nurse Trainer, 2009 – 2012*

*National Circle of Excellence*

**MEDICAL MISSIONS WORK AND MILITARY SERVICE**

*Mountain Child, 123 Missions, January 2014*

*Hearts in Motion, XYZ Medical Missions, February 2012*

*The Holistic Clinic, AAA Medical Missions, May 2011*

*Shepherd's Hope Clinic, City of XX, 2010*

**EDUCATION AND LICENSES**

**Bachelor of Science | Nursing | 2012**

123 College, **Chicago, IL**