

STEPHEN RANJAN

Ewing, NJ

PROFESSIONAL EXPERIENCE

Janssen Pharmaceutical Companies of Johnson and Johnson, Horsham, PA

2013

Product Manager, Immunology Site of Care Marketing

09/13 - Present

- Oversee execution of the infusion model strategy by preparing messaging, tools (print and mobile), and tactics to support Janssen's largest immunology portfolio (\$7.8B), payor marketing and strategic customer group.
- Partner with field sales to develop aligned strategic objectives and execution of site of care initiatives
- Monitor competitive marketing activities and address them through collaboration with internal partners to execute against metrics

Johnson and Johnson Health Care System Inc., Titusville, NJ

2012-2013

Manager, Health Care Quality

07/13 – 08/13

- Shaped Janssen's internal medicine (\$2.6B) and neuroscience (\$6.7B) pharmaceutical brand strategies to support new service delivery models by uncovering key drivers impacting accountable care organizations (ACO), patient centered medical homes (PCMH) and other delivery models
- Actively engaged with quality & payer enterprise stakeholders to discover customer insights and market trends to shape brand strategies
- Structured a health IT channel marketing strategy for internal medicine brand products which drove rapid field and physician adoption of tactics in the first three weeks of launch
- Designed an innovative service delivery and payment model for secondary prevention of cardiovascular disease. The model was submitted to the Center for Medicare and Medicaid Innovation Center's Healthcare Innovation Award - Phase II
- Formulated a software strategy and roadmap to support a new business model for the secondary prevention of cardiovascular disease
- Awarded Leadership Award for providing sales and marketing leadership council with key insights on the value-based healthcare environment

Janssen Healthcare Innovation, Titusville, NJ

2011

MBA Summer Associate

06/11 – 08/11

- Developed a business model to support patient-centered coordinated care for primary care providers
- Completed a market landscape analysis of the personal health record space
- Implemented an internal customer relationship management (CRM) process to capture new leads and opportunities
- Awarded 'Encore Award' for the Zytiga Case Competition

University of Wisconsin e-Business Consortium, Madison, WI

2010 - 2012

Active Aging Research Project Manager

08/10 – 05/12

- Co-ordinated research activities for the UWRFID Lab that was part of a \$9.5 million federal grant from the Agency of Healthcare Research and Quality (AHRQ)
- Developed the product roadmap for a smartphone application that enabled home health providers improve care provided to aging adults

Epic Systems Corporation, Madison, WI

2001 - 2010

Technical Account Manager

02/06 – 07/10

- Planned and directed over 70 technical projects with a total budget of \$3.5M for small and large healthcare organizations
- Established and monitored project plans for 10 major software implementations and coordinated on-time delivery of projects
- Directed two 'at risk' implementation projects successfully, thereby building credibility with key stakeholders
- Analyzed customers' integration needs and successfully designed integrated software architectures at four hospital systems
- Supervised a team of five integration analysts to implement integrated software systems on time and under budget
- Co-managed and co-directed five software developers and testers to develop Bridges® graphical user interface application
- Developed analytical tools that helped over 50 customers decrease their error rate by 40%
- Awarded 'Epic EDIer of the Month' for July 2008

Product Manager Team Lead

01/04 – 01/06

- Managed the entire product development life cycle of Epic's integrated Laboratory Information Systems (LIS)
- Supervised and directed a 15-member product team with a budget of approximately \$1.5M
- Led eight Laboratory organizations through architectural discussions and demonstrated prototypes of the software
- Involved in strategic planning with five public health laboratories to determine future direction of Epic's public health LIS
- Established project plans for three software releases and coordinated on-time delivery of releases
- Coordinated software development, testing, documentation, and customer support activities of Epic's laboratory products
- Awarded the Epic Metropolis Award for successful development and launch of new Clinical Laboratory product in 2006

Software Developer

08/01 – 12/03

- Collaborated with programmers and project managers to successfully design, develop, and test mission-critical LIS
- Designed and programmed over 100 new software features using Caché and Visual Basic 6.0

EDUCATION

University of Wisconsin-Madison, Wisconsin School of Business, Madison, WI

Master of Business Administration

2010 – 2012

- Awarded the AARP Prize in the 2012 G. Steven Burrill Business Plan Competition
- First Place winner in the 2011 Qualcomm Wireless Innovation Competition

University of Wisconsin-Madison, Small Business Development Center, Madison, WI

Entrepreneurial Training Program

2009 – 2010

- Completed business plan to launch a technology service business in Dane County, WI

West Virginia Wesleyan College, Buckhannon, WV

Bachelor of Science (Honors) Computer Science, Magna Cum Laude

1997 – 2001

- Awarded Outstanding Senior Award (top 5 graduating seniors) – 2001
- Awarded Wesleyan Spirit Award (top 2 distinguished students) – 1999

SKILLS AND EXTRA-CURRICULAR ACTIVITIES

- Volunteer tutor at Homefront NJ Hopes and Dreams program for kids affected by homelessness
- Extensive experience with Epic software, along with healthcare standards such as the Health Level Seven (HL7) and the Clinical Document Architecture (CDA)