

# RYAN CATANIA

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## EDUCATION

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### YALE SCHOOL OF MANAGEMENT

New Haven, CT

Master of Business Administration (MBA), Competitive Strategy and Marketing

2012

- Earned academic distinction, awarded to the top 10% of students, in 18 courses across fields of strategy, marketing, HR, finance, entrepreneurship and operations
- Teaching Assistant for marketing, competitive strategy and organizational behavior courses

### CALIFORNIA STATE POLYTECHNIC UNIVERSITY

Pomona, CA

Bachelor of Science (BS), Biotechnology, *magna cum laude*

2004

- Kellogg's Scholar, President's Honor Roll; President, Student Affiliates of the American Chemical Society

## PROFESSIONAL EXPERIENCE

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### JOHNSON & JOHNSON – Janssen Pharmaceuticals, Inc.

Titusville, NJ

Experienced Commercial Leadership Development Program

2011 - Present

- Rotated in positions throughout organization, developing deep domain knowledge in the unique challenges facing pharmaceutical marketing while establishing a track record for innovation through insightful data analysis, effective data visualization, and strong cross-functional collaboration

#### Manager, Digital Analytics, Digital Center of Excellence

- Developing processes and tools to capture, analyze and optimize digital marketing efforts through clear measurement planning, analysis and establishing clear business impact metrics and benchmarks
- Conducting training sessions and 1:1 meetings with marketing and analytics partners to educate the organization about the potential return from digital channels, encouraging experimentation and providing data based insights

#### Manager, Business Analytics, Infectious Diseases

- Introduced novel methods to provide market research, business analytics and competitive intelligence based insights for brand marketing, such as Prediction Markets, Text Link Analysis and Social Media Listening
- Received "Standard of Leadership," "Spirit of Innovation," and Long Term Incentive awards in recognition of organization-wide impact in creating executive information, knowledge management and decision support systems
- Recognized by multiple cross-functional partners with 13 Encore Awards for collaboration and business impact

#### Summer Associate, Managed Markets Analytics

- Led a seven person team in the design, development and implementation of access and visualization tools integrating multiple datasets, enabling better tracking of trends in healthcare, epidemiology and coverage
- Created series of eLearning courses to improve organizational knowledge about the impact of healthcare reform

### COVIDIEN SURGICAL DEVICES

North Haven, CT

Senior Quality Engineer

2007-2010

- Managed cross functional teams on over 70 validation and process improvement projects for new product launches, new manufacturing processes, equipment modifications and measurement systems analysis resulting in increased manufacturing flexibility while improving product throughput and quality compliance
- Eliminated redundant quality testing through sound statistical methods and implementation of more efficient sampling plans, resulting in total savings of more than \$16M over ten years
- Designed and executed screening, factorial and response surface modeling experiments to optimize process inputs for automated manufacturing process, reducing scrap by an average of 25%
- Received awards and recognition for commitment to quality, coordinating units across organizational boundaries and nominated for best Six Sigma project at the 2009 "Bring Home the Gold" competition

### PHARMACEUTICAL SERVICES CORPORATION

Pasadena, CA

Validation Engineer II

2004-2007

- Managed consulting projects at a variety of pharmaceutical, medical device, diagnostic, and cosmetic companies.
- Developed and implemented complete quality systems for clients, including: Design Specifications, Software Development Life Cycle, Good Documentation Practices, Change Control, Validation and Risk Assessment

## ADDITIONAL INFORMATION

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- Certified Six Sigma Black Belt (SSBB) and Certified Associate of Project Management (CAPM)
- Entrepreneurial experience in startup environment as co-founder of [Workshapes](#), a career matching website