



Global Expertise
Trusted Standards
Improved Health

Strategic Marketing & Program Operations

Who Are We and What do We Do ?

Salah Kivlighn, Ph.D.
Sen. Vice President USP
Head Strategic Marketing and Program Operations

USP our mission and our wining ambitions

The mission

Improve global health through public standards and related programs that help ensure the quality, safety, and benefit of medicines and foods

Our 5 year ambition

To fulfill our mission through 2020, and to ensure our success, we will:

- Continuously modernize and strengthen *USP-NF* and standards requiring modernization.
- Achieve an overall annual 6.5% operating margin, with portfolio with surplus generating programs.
- Tailor programs to ensure impact and responsiveness to the unique needs of their stakeholders.
- Define, measure, and publicly report our global public health impact.
- Be a leading advocate for the use of quality standards throughout the world.
- Identify, recruit, develop, and retain the next generation of volunteers.
- Develop, engage, and empower our staff while promoting a culture of high performance.

July 2015 decision to create the SMPO division within USP

Strategic Marketing and Program Operations Vision and Mission

- SMPO aspires to a world where people feel secure in the quality of medicine, health care, dietary supplements and food. SMPO will achieve this by acting as a catalyst for stakeholder engagement to develop and deliver sound strategies and programs.
- SMPO acts as a catalyst within USP which enables and guides USP's activities through a disciplined data-driven strategic process utilizing customer insights to ensure USP's growth, sustainability and public health impact.

Marketing Leadership Team (MLT)



Salah Kivlighn
SVP



Frank Czworka
Global Cust. Egmt. &
Key Acct. Mgmt. – VP



Bill Folkerts
Food – VP



Christine Feaster
Dietary Supplements &
Herbal Medicines – VP



Barb Hubert
GSCD – VP



Ashok Dang
Chemical Medicines
Senior Director



Frank (Trey) White
Documentary Standards
– Senior Director



Jami Earnest
HQSD – Director



Tim Greiner
Pharmacopeial Education
– Senior Director

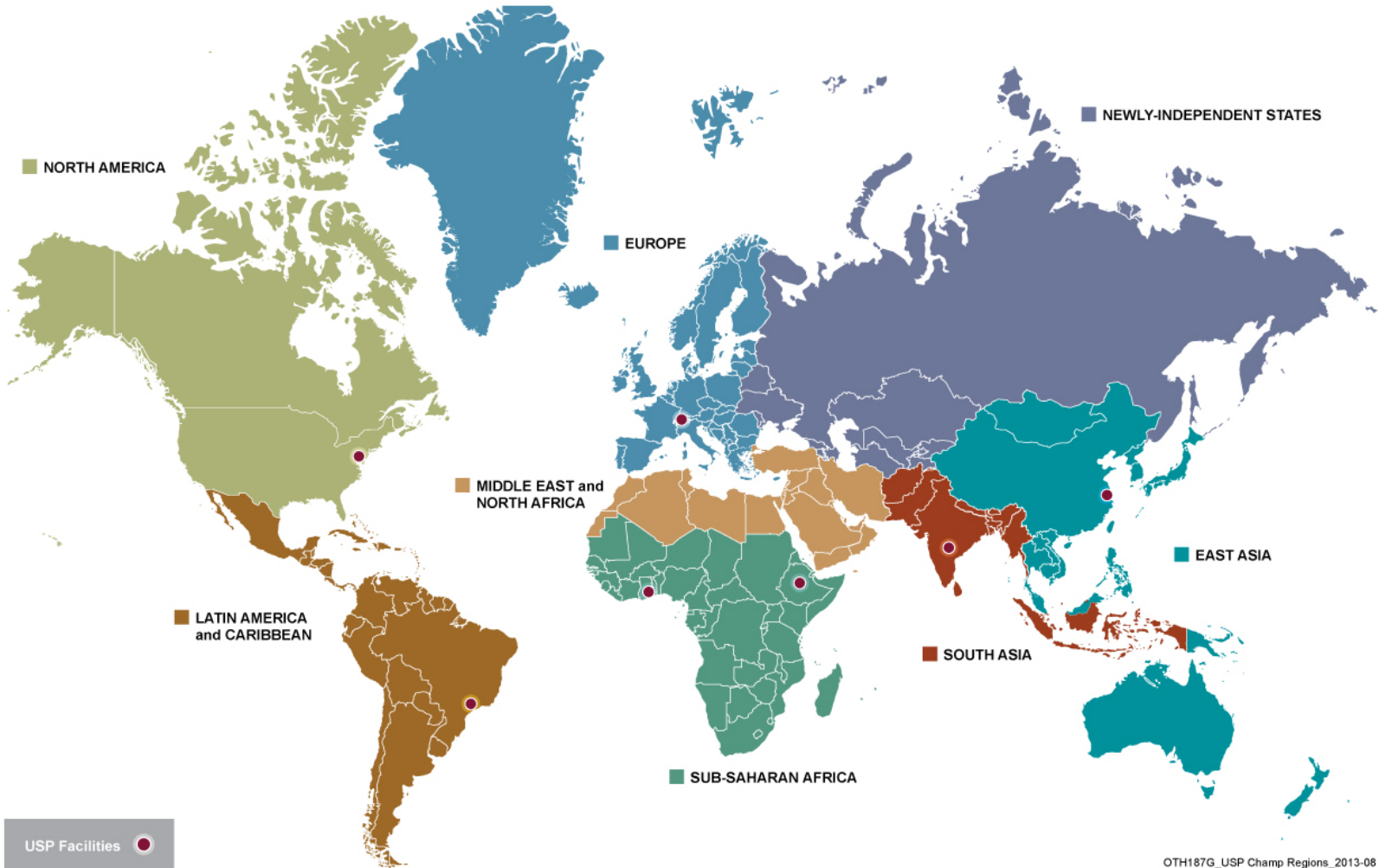


Meyer Gladstone
Biologics – Senior Director



John Giannone
Excipients – Senior Director

USP World Regions



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USP's Internal Structure Fosters A Cross-Functional Collaborative Spirit And Synergy

SMPO +
Science Co-Leaders +
Cross-Functional Team
Representation





Healthcare Quality Standards



Shawn Becker



Jami Earnest

Biologics



Tina Morris



Meyer Gladstone

Foods



Jeffrey Moore



Bill Folkerts

Chemical Medicines and General Chapters



Robert Femia



Ashok Dang

Excipients



Catherine
Sheehan



John Giannone

Dietary Supplements and Herbal Medicines



Gabriel
Giancaspro



Christine Feaster

Donor Acceleration Project: To achieve Up-to-Date USP must increase MG donation

Monograph donations are the critical success factor for achieving Up-to-date..

- ▶ USP has set a bold aspiration to achieve up-to-date by 2020.
- ▶ By achieving this goal, USP will significantly advance public health, while providing a valuable and needed service to industry and key partners, including the U.S. FDA.
- ▶ Though we have committed to investing our resources towards achieving up to date, USP can only achieve this ambitious goal with the engagement and support of key constituents, including:
 - US FDA – to inform our prioritization and approach and signal the criticality of our efforts to potential industry partners
 - Industry: to donate the monographs critical to supporting and informing our pipeline

...And to meet our goal, we must act now to accelerate donations

- ▶ USP is putting in place the infrastructure (in the form of monograph prioritization, branding/communications and a key account structure) that will significantly upgrade our abilities to more effectively collect the monographs donations we need to support our pipeline
- ▶ Therefore, we must design and action a program to super charge our MG donations for FY17

Think big. Be bold.



"This really is an innovative approach, but I'm afraid we can't consider it. It's never been done before."



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THANK YOU !!!