

ERICA V. JEFFERSON

(b)(6)

Senior Communications Strategy Leader and Counselor with a talent for building brand equity, driving product awareness, generating demand, engaging target audiences and making complex issues consumable. Serves as valued thought partner to other executives and demonstrates aptitude for vision and big picture thinking without overlooking details. Career performer and engaged manager broadly recognized for creativity, innovation and ability to advance organizational agenda.

Demonstrated Expertise

- Communications & Content Strategy
- Go To Market & Awareness Campaigns
- Product Launches & GTM Strategy
- Digital & Social Media Strategy
- Media Relations & Media Training
- Team Leadership
- Research, Analytics & Data Synthesis
- Employee Relations & Culture
- Crisis Management
- Investor Relations & Communications
- Stakeholder Engagement
- Thought Leadership Marketing
- Change Management & Acquisitions
- Health & Regulatory Policy Strategy
- Public Affairs

Proven Playbook

- ✓ Leading communications, content, media and public relations strategies for publically traded biotechnology companies.
- ✓ Serving as Assistant Commissioner in the Office of Media Affairs at the U.S. Food and Drug Administration (FDA).
- ✓ Managing public relations, communications, and patient advocacy efforts across a \$20 billion oncology and drug portfolio at Genentech.
- ✓ Translating rigorous research into consumable and meaningful content for target stakeholder audiences at Pharmacyclics and Dermira.
- ✓ Cultivating meaningful relationships with media outlets and serving as spokesperson for publicly traded organizations.
- ✓ Leading post-acquisition communication efforts, change management and culture development.
- ✓ Engaging employees and strengthening internal communications designed to enhance corporate culture.
- ✓ Building and leading top performing teams; coaching talent to higher performance levels.

Professional Experience

ALECTOR, INC.

South San Francisco, CA | Denver, CO
Vice President, Corporate Communications & Public Affairs

(Jul 2020 – Current)

Currently leading all communications and public affairs activities for a mid-size biotechnology company one-year post IPO. Building out the function, while managing a corporate rebranding effort, supporting clinical trial recruitment initiatives, and building a comprehensive employee and external communications strategy to promote a mid-size biotechnology company focused on developing novel therapeutics for brain diseases, such as Alzheimer's, Parkinson's and Frontotemporal dementia as well as certain cancers. Serving as a member of Extended Leadership Team.

- Responsible for managing all aspects of employee and external communications, including pipeline and executive communications, media relations and social media.
- Leading a corporate rebranding effort to differentiate and position the company as a leader in neurology and oncology drug development, focused on identifying cures for neurodegenerative diseases and different forms of cancer.
- Driving the development and execution of a comprehensive multi-channel disease awareness campaign designed to raise awareness of the second most common form of dementia.
- Providing strategic counsel to executive committee members on key corporate initiatives and developing messaging on their behalf for targeted thought-leadership activities and media interviews.
- Managing the quarterly financial reporting communications activities, including developing news releases and messaging for investors and media.
- Building and maintaining relationships with key stakeholder groups to support the company's mission and vision to deliver innovative new therapies to people living with debilitating brain diseases and various forms of cancer.

DERMIRA, INC.

Menlo Park, CA | Denver, CO
Vice President, Corporate Communications

(Oct 2017-Mar 2020)

Head, Senior Director | Corporate Communications

(Apr 2016-Oct 2017)

Led all corporate communications activities prior to acquisition by Eli Lilly & Co. in March 2020. Managed a team and portfolio that included developing a corporate communications strategy and oversight of corporate, executive, product and employee

- Led a multi-faceted, corporate rebrand within nine months of joining the company.
- Launched first commercial therapy, Qbrexza™ (primary axillary hyperhidrosis) in partnership with marketing team. Generated more than 797M media impressions globally across traditional and social media channels as part of a strategic marketing campaign designed to rationalize pricing and generate significant demand prior to official go-to-market launch.
- Supported organizational growth to more than 300 employees within 2 years.
- Established and cultivated relationships with key audiences including physicians, patient advocacy organizations, professional societies and news media to drive corporate and product awareness.
- Developed data-driven content/thought leadership strategy for social media channels, re-launched LinkedIn presence for the company; and launched Twitter and Instagram feeds, increasing engagement with thousands of followers across each social platform.

communications, media relations and public affairs. Managed a team of communications professionals and PR agency teams. Advised CEO and other leaders on mission critical business matters. Partnered with the CFO on investor relations and investor-related communications. Served as a member of the G&A leadership and Operations teams and the Commercial Leadership Committee.

PHARMACYCLICS, LLC

Sunnyvale, CA

Head, Senior Director, Corporate Communications

(Nov 2014-Mar 2016)

Initially managed product communications for a lead oncology product and assumed additional responsibility for corporate communications representing this developer of small molecule medicines for treatment of cancer and immune-mediated diseases. Led team focused on corporate, product, employee and executive communications. Partnered with and advised executives/business leaders.

- Conceptualized and managed multi-channel, multi-million dollar disease awareness campaigns with celebrity spokespeople that increased brand recognition and drove product demand; reaching more than 500M people in less than a year.
- Administered employee surveys to define and prioritize employee communications initiatives; strengthened internal communications and culture: team managed monthly staff meetings and quarterly town hall meetings; and introduced in-office monitors to drive employee engagement and awareness.
- Launched intranet in 2018 as a resource center and communications platform; increased effectiveness of and connectivity for of remote employees.
- Assumed additional responsibilities for investor relations activities, including communicating quarterly financial results and performance.

- Managed all external communications activities supporting two successful label expansions for Imbruvica® (blood cancers), notably positioning cost and access for the therapy.
- Collaborated with and advised internal functional executives and managed relationship with co-promote partners at Janssen Biotech (a Johnson & Johnson subsidiary).
- Led the internal communications strategy and transition-related activities following an acquisition by AbbVie in 2015; reported directly to site President.
- Served as primary communications contact; developed narrative, provided talking points and delivered financial data to AbbVie corporate communications/investor relations leads.
- Served as member of Pharmacyclics' senior leadership committee responsible for setting the direction of the newly integrated company; fostered a culture of trust among employee base.
- Oversaw social media direction and efforts for the company.
- Revamped and optimized employee intranet. Identified opportunity and initiated changes to strengthen messaging across corporate website.
- Provided strategic counsel to C-suite executives on business issues that included drug pricing, competition and patient access initiatives.

U.S. FOOD AND DRUG ADMINISTRATION

Silver Spring, MD

Assistant Commissioner (Acting), Office of Media Affairs (Jan 2014-Oct 2014)

Deputy Director for Strategy, Office of Media Affairs (Jun 2012-Dec 2013)

Public Affairs Specialist, Office of Public Affairs (Jan 2010-Jun 2012)

Promoted to positions of increasing responsibility to lead an office of 19 staff in the media office focused on planning, development and implementation of general communications and media strategy across traditional and social channels. Provided oversight for public facing communications across all the FDA Centers.

- Served as the agency spokesperson on high-profile regulatory matters and as chief communications strategist to the FDA commissioner and center directors on key regulatory and public health initiatives.
- Represented the FDA with the U.S. Department of Health and Human Services on high-profile agency announcements covering regulatory policy, proposed rules and policy initiatives.
- Partnered closely with the Offices of Legislative Affairs and Chief Counsel to ensure alignment on complex public health and regulatory policy issues.
- Cultivated and managed the agency's relationships with top-tier broadcast, print and trade media organizations.
- Established the agency's social media channels and architected the agency's social presence.
- Received multiple FDA Commissioner's Special Citation for leading successful public announcements related to drugs and medical devices.

GENENTECH, INC.

South San Francisco, CA

Manager, Corporate Relations

(Feb 2009 – Dec 2009)

Specialist, Corporate Relations

(Oct 2007 – Feb 2009)

Ultimately managed communications pertaining to a key product portfolio. Led patient advocacy efforts and supported quarterly earnings calls.

- Accountable for communications across a \$20 billion product portfolio that included Herceptin® (breast cancer) and Rituxan® (blood cancers, immunology portfolio), as well as pipeline treatments under development for various cancers and immunological disorders.
- Launched unbranded consumer awareness campaigns to elevate profile of various diseases in partnership with product marketing teams.
- Retained as a key member of the newly integrated corporate relations team following an acquisition by Roche Holding AG.

EARLIER CAREER

AMERICAN PHARMACISTS ASSOCIATION | Washington, DC

Manager, External Communications (May 2006 – Sep 2007)

- Served as media spokesperson on policy initiatives such as pharmaceuticals in the environment, Medicare Part D, and medication misuse.
- Managed high-profile collaborations with the Partnership for A Drug-Free America, White House Office of National Drug Control Policy and pharmaceutical companies to support consumer education initiatives.

THE MCGINN GROUP | Arlington, VA**Account Executive** | (Feb 2004 – May 2006)

- Provided crisis communications counsel, media relations support and data analysis for leading healthcare, pharmaceutical, academic and automotive companies engaged in litigation and regulatory issues.

Education**The Johns Hopkins University, Baltimore, MD**
M.A. Health Communications**University of Maryland, College Park, MD**
B.A. Communication, Minors in Government & Politics and Sociology

Professional Organizations**National Association of Continece, Charlestown, SC:** Board Member, Apr 2018-Present**Food and Drug Administration Alumni Association, Alexandria, VA:** Member & Activities and Awards Committees Member, Apr 2017-Present**Women of Color in Pharma, Somerset, NJ:** Member, Dec 2020-Present