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 winning 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 sustainability and relevance, we will:

• Continuously modernize and strengthen USP-NF and eliminate the backlog of standards requiring modernization.
• Achieve an overall annual 6.5% operating margin, while diversifying our 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
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)

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

Salah Kivlighn  
SVP
USP World Regions

- NORTH AMERICA
- MIDDLE EAST and NORTH AFRICA
- LATIN AMERICA and CARIBBEAN
- EUROPE
- EAST ASIA
- SUB-SAHARAN AFRICA
- SOUTH ASIA
- NEWLY-INDEPENDENT STATES

Global Expertise | Trusted Standards | Improved Health
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USP’s Internal Structure Fosters A Cross-Functional Collaborative Spirit And Synergy

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

PUT TEAM

- SMPO
- Science
- Legal/Policy
- Finance
- Global Sites
- Global Comms
Program Unit Leadership

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
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."
THANK YOU !!!