

# STEPHEN G. SUDOVAR

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**EXECUTIVE OVERVIEW:** Thirty years of extraordinary accomplishments, driving business growth in the health care products and services industry. Fifteen years in senior management at one of the world's largest pharmaceutical companies. Significant global experience as an expatriate in Europe. Headed two successful start-up companies. Areas of expertise include:

- Board of Directors
- General Management
- Sales and Marketing Management
- Business Development
- Strategic Planning
- Global Joint Ventures/Alliances
- Portfolio Management
- Government Affairs
- Acquisitions/Integration
- Start-up Company Entrepreneur
- Raising Funds
- Investor Relations

## EXPERIENCE

### ZAR MEDICAL LLC

**Chief Executive Officer**, Philadelphia, Pennsylvania

2011-Present

*Responsible for the overall Management and Development of the ZAR Medical operation.*

The vision of ZAR Medical is to become a leading provider of innovative products in a variety of areas within the healthcare space with the potential to substantially alter patient outcomes in disease states and conditions where there is a significant unmet need.

The ZAR Medical strategy is to identify and acquire highly innovative companies with developed products or services that are either in the early stages of market entry or nearing market launch. ZAR Medical actively pursues companies that bring demonstrated first class, cutting edge, science and technology to bear on the health field and positions them to be a leader in their respective area of concentration.

The core competencies of ZAR Medical are access to capital, marketing, sales, public relations, reimbursement, public policy and general management of health care related innovation.

### SGS ASSOCIATES INC.

**Chairman and Chief Executive Officer**, Montclair, NJ

2005- Present

*Responsible for delivery of Consulting and Advisory Services to Senior Management and Boards of Directors in the health care and related industries.*

Client companies include Medical Products, Biotechnology and Pharmaceutical Companies. Serves as a Board Member or Chairman for selected Companies. Also serves as Interim Chief Executive Officer.

**ELUSYS THERAPEUTICS, INC.****President and Chief Executive Officer**, Pine Brook, NJ

1999-2005

*Responsible for all aspects of the Management and Development of the EluSys worldwide operation.*

- Recruited a Board of Directors and Scientific Advisory Board that are composed of among the most notable leaders in science and business within the Biotechnology industry.
- Located and leased office and laboratory space in Pine Brook, New Jersey, to satisfy the company's need for a corporate headquarters.
- Assembled a world-class operational management team consisting of proven executives with broad expertise and a blend of large Pharmaceutical industry and small entrepreneurial start-up corporate experience.
- Raised \$42 million in Venture Capital Private Equity financing for the funding of the company's Research and Development activities.
- Secured Federal Government research grants from HHS, NIH and DOD totaling in excess of \$45 million leading to the development of Bio warfare products for Homeland Security. HHS has now provided an additional \$150 million grant for completion of development, manufacturing and initial stockpiling of Anthim, a countermeasure for anthrax exposure, discovered by Elusys.
- Negotiated a line of credit for the purchase of laboratory and office equipment, furniture and necessary facility improvements and construction.
- Managed the construction of a new state-of-the art facility for both laboratory and business operations.
- Built an intellectual property portfolio to ensure the protection of the company's proprietary technologies and their broad application in the global marketplace.
- Forged collaborations with a wide variety of companies, academic institutions and individuals to enable the company's technology to develop toward commercialization expeditiously.
- Established the necessary systems, processes and operating infrastructure to facilitate the smooth, continuous and efficient operation of the company.
- Formulated a plan with the management team to develop and fully commercialize all aspects of the Elusys monoclonal antibody based technologies.
- Led the company in implementation of the Elusys business plan.

**ROCHE LABORATORIES, INC.**, Division of Hoffmann La Roche, Inc.**President**, Nutley, NJ

1997-1999

*Responsible for the ongoing operation of the U.S. Pharmaceuticals business. Member of the Roche Executive Committee and Chairman of the Roche Business Operating Committee. Responsible for U.S. related Therapeutic Area Planning for drug discovery and portfolio management for drug development.*

- More than tripled US revenues in 10 years.
- Consistently increased divisional profit contribution.
- Substantially increased Roche share of the US market.
- Prepared the organization for the launch of many large products.
- Developed a long-term plan to double the business in the next five years.
- Reorganized Roche Labs entirely to better align the company with the rapidly changing health care marketplace.
- Integrated the Boehringer Mannheim US operations into Roche Laboratories. Inc.
- Recruited and developed a talent pool of high caliber senior managers for current and future needs of Roche.
- Negotiated major co-promotion and co-development agreements to fill a gap in revenues created by the removal of a substantial product from the market.
- Managed Corporate Alliances and Partnerships essential to the achievement of Roche goals.
- Served as member on Hoffmann La Roche Inc. Board of Directors and Executive Committee.

**Senior Vice President, Nutley, NJ**

1994-1997

*Responsible for all U.S. Commercial Operations including Business Development, Portfolio Management, Marketing, Sales and Medical Operations.*

- Exceeded revenue and profit goals for each of these years.
- Led the worldwide business team that recommended the acquisition of Syntex in 1994 and integrated Syntex into the U.S. business operations. Accomplished all cost reductions, staff and facilities rationalization without disruption of continued growth in the marketplace.
- Successfully launched five new products in 1995.
- Doubled the Roche field force to prepare for future launches.
- Developed a sizeable group of young managers to take on more significant responsibility as Roche continued to implement an aggressive growth strategy.
- Participated as a driver in major supply chain reengineering initiative reducing costs by 40%.
- As a member of the International Business Board developed worldwide strategic plans for growth through both internal development and external business and product acquisitions.

**Executive Director of Special Projects**, Basel Hdq. Switzerland

1993-1994

*Rotational assignment working for the Head of Worldwide Pharma Operations in Switzerland.*

- Developed operational improvement plans for each of the major European affiliates. Worked with country GM's to implement (Italy, France, Germany, Spain, UK, and Belgium).
- Developed and implemented plan to reorganize Basel Headquarters service functions to better support the European affiliates.
- Led major initiative to assess the impact of global trade agreements and adopt Roche worldwide strategies and tactics to deal with them (NAFTA, EU, Pacific Rim). These strategies and tactics ranged from pricing and packaging to clinical development and product sourcing and distribution.

**Vice President and General Manager**, Nutley, NJ

1988-1993

*Responsible for the U.S. Marketing, Sales, Distribution and Professional and Clinical Services division of Roche Pharmaceuticals. Responsibilities included the overall management of the division as measured by sales and profit contribution.*

- Exceeded budgeted revenue and profit contribution goals for five consecutive years.
- Managed and renegotiated an extension on the most successful co promotion arrangement in the history of the pharmaceutical industry (Zantac).
- Successfully managed two other co-promotion arrangements (Ceftin/Versed).
- Negotiated a unique joint marketing agreement with Syntex on Toradol IV and Oral.

## **PRACON INCORPORATED**

**Chairman and Chief Executive Officer**, Reston, VA

1977-1988

*Founded this health care consulting and communications firm in 1977. Directed the company's activities in support of a highly diverse health care client base, which included all of the major agencies of the federal health establishment, in addition to many of the largest private sector health care companies.*

*Pracon's services included public policy analysis, health care program planning and evaluation, health economics studies, marketing and business planning projects, interactive communications programs, sales and advertising support and broad-based, multimedia promotional initiatives.*

*As Chairman of the Board and CEO, managed the Pracon business for 10 consecutive years of profitable growth, ultimately leading to the sale of the operation to Reed Elsvire, a large global communications company.*

- Built a \$20 million company servicing both the public and private sector health care community.
- Presided over 10 years of profitable growth virtually doubling the size of the company for each of the first seven years – year over year.

- Arranged multimillion-dollar financing from the Wall Street Banking community to support growth and diversification.
- Built a client base consisting of virtually every member of the federal health establishment and an elite list of private sector clients from the Fortune 50 top companies, primarily pharmaceutical and diversified health care companies.
- Broadened the product line from consulting to economic studies and reimbursement services to publications and broad-based promotional services.
- Successfully negotiated the sale of Pracon to Reed Elsiere.

**Hoffmann La Roche, Inc.**

**Director Business Planning and Development, Nutley, NJ**

1974-1977

*Responsible for the Development of a 10 year Hoffmann La Roche Health Care Business Plan.*

- Created a 10-year business plan for Roche growth in the health care field.
- Identified gaps in Roche projected business profile to be a successful player in the marketplace of the future.
- Identified and executed selective initiatives to accelerate growth internally as well as through licensing and acquisitions.

**President's Executive Interchange Program, Washington, DC**

1973-1974

**US Environmental Protection Agency (EPA)**

**Deputy Administrator for Planning, Evaluation and Legislation**

*In 1972 was nominated by Roche and selected by the President's Commission on Personnel Exchange to participate in the President's Executive Interchange Program. In this assignment, worked in Washington, D.C. as a Deputy to the Administrator for planning evaluation and legislation of the Environmental Protection Agency. Received special recognition by the President of the United States for efforts while at the E.P.A.*

**Hoffmann La Roche, Nutley, NJ**

1968-1973

- Manager Public Policy and Government Affairs
- Product Manager
- Manager Marketing Research
- Senior Market Research Analyst
- Market Analyst
- Professional Sales Representative

## **INDUSTRY BOARD AND ACADEMIC AFFILIATIONS**

- Member of Biotechnology Industry Organization
- Past Member of the Board of Directors of the Biotechnology Council of New Jersey
- Past Chairman of the Board of Directors of the National Pharmaceutical Council (NPC)
- Past Member of the NPC Board and Executive Committee
- Past Chairman of the Marketing Section of Pharmaceutical Research and Manufacturers Association (PhRMA)
- Past Member of the PhRMA Policy Analysis Executive Committee
- Alumni Association-President's Executive Interchange Program
- Past Member of the Board of Directors of the Epilepsy Foundation
- Past Member of The Corporate Council of the Children's Health Fund
- Select Advisory Committee to the President-St. Peter's College
- Past Member of the Board of Directors, Hoffmann La Roche Inc.
- Past Member of the Board of Directors, Elusys Therapeutics Inc.
- Past Member of the Board of Directors, Atherogenics Inc. (AGIX)
- Past Chairman of the Board of Directors, Ambrilia Biopharma, Inc. (TSX: AMB)
- Past Chairman of the Board of Directors, Aastrom Biosciences, Inc. (ASTM)
- Past Member of the Board of Directors, Nabi Biopharmaceuticals Inc. (NABI)
- Member of the Board of Directors of ZAR Medical LLC
- Member of the Board of Trustees, The Kessler Foundation

## **EDUCATION**

- Faculty, Montclair State University, Adjunct Professor of Management
- Certificate of Director Education,  
NACD Corporate Directors Institute 2006, '07, '08, '09, '10, '11
- M.B.A., Fairleigh Dickinson University
- B.S. in Marketing, St. Peter's College