



## MEMORANDUM

To: Robin Stieler, Clerk of the Board

From: Donald P. Wagner

Date: December 4, 2019

RE: Appointment of Sanjeev Ganatra to the Orange County Visitors Association

S29B

Please add the following supplemental item to the Board meeting agenda on Tuesday, December 10, 2019, at 9:30 AM:

Appoint Sanjeev Ganatra to the OC Visitors Association; term to run concurrent with the Supervisor's term in office.

RECEIVED  
2019 DEC -5 AM 9:02  
CLERK OF THE BOARD  
ORANGE COUNTY  
BOARD OF SUPERVISORS



APPLICATION FOR COUNTY OF ORANGE  
BOARD, COMMISSION OR COMMITTEE

(FOR COUNTY USE ONLY)

Return to:  
Clerk of the Board of Supervisors  
333 West Santa Ana Blvd., Suite 465  
Santa Ana, California 92701  
Website: www.ocgov.com/gov/cob/

**Instructions:** Please complete each section below. Be sure to enter the title of the Board, Commission or Committee for which you desire consideration. For information or assistance, please contact the Clerk of the Board of Supervisor's Office at (714) 834-2206. Please print in ink or type.

**NAME OF BOARD, COMMISSION, OR COMMITTEE TO WHICH YOU ARE APPLYING FOR MEMBERSHIP  
(SEE LIST AT HTTP://WWW.OCGOV.COM/GOV/COB/BCC/CONTACT):**

Orange County Visitors Association

**SUPERVISORIAL DISTRICT IN WHICH YOU RESIDE:**  First  Second  Third  Fourth  Fifth

**APPLICANT NAME AND RESIDENCE ADDRESS:**

Sanjeev	Rasik	Ganatra	
First Name	Middle Name	Last Name	
Street Address		City	State Zip Code
Home Phone Number		Cell Phone Number	
Email Address			

**CURRENT EMPLOYER:** ORA, Inc - Clinical Research Organization

**OCCUPATION/JOB TITLE:** Business Development

**BUSINESS ADDRESS:** \_\_\_\_\_

**BUSINESS PHONE NUMBER:** \_\_\_\_\_

**EMPLOYMENT HISTORY:** Please attach a resume to this application and provide any information that would be helpful in evaluating your application.

**ARE YOU A CITIZEN OF THE UNITED STATES:**  YES  NO

**IF NO, NAME OF COUNTRY OF CITIZENSHIP:** \_\_\_\_\_

**ARE YOU A REGISTERED VOTER?**  YES  NO

**IF YES, NAME COUNTY YOU ARE REGISTERED IN:** Orange

LIST ALL CURRENT PROFESSIONAL OR COMMUNITY ORGANIZATIONS AND SOCIETIES OF WHICH YOU ARE A MEMBER.

<u>ORGANIZATION/SOCIETY</u>	<u>FROM (MO./YR.)</u>	<u>TO (MO./YR.)</u>
American Cancer Society	01/2013	Current
_____	_____	_____
_____	_____	_____

WITHIN THE LAST FIVE YEARS, HAVE YOU BEEN AFFILIATED WITH ANY BUSINESS OR NONPROFIT AGENCY(IES)?  YES  NO

DO YOU OWN REAL OR PERSONAL PROPERTY OR HAVE FINANCIAL HOLDING WHICH MIGHT PRESENT A POTENTIAL CONFLICT OF INTEREST?  YES  NO

HAVE YOU BEEN CONVICTED OF A FELONY OR MISDEMEANOR CRIME SINCE YOUR 18TH BIRTHDAY? YOU ARE NOT REQUIRED TO DISCLOSE ANY OF THE FOLLOWING: ARRESTS OR DETENTIONS THAT DID NOT RESULT IN A CONVICTION; CONVICTIONS THAT HAVE BEEN JUDICIALLY DISMISSED, EXPUNGED OR ORDERED SEALED; INFORMATION CONCERNING REFERRAL TO AND PARTICIPATION IN ANY PRETRIAL OR POSTTRIAL DIVERSION PROGRAM; AND CERTAIN DRUG RELATED CONVICTIONS THAT ARE OLDER THAN TWO YEARS, AS LISTED IN CALIFORNIA LABOR CODE § 432.8 (INCLUDING VIOLATIONS OF CALIFORNIA HEALTH AND SAFETY CODE SECTIONS 11357(B) AND (C), 11360(C) 11364, 11365 AND 11550 – AS THEY RELATE TO MARIJUANA)?

YES  NO

IF YES, PLEASE EXPLAIN AND ATTACH ADDITIONAL SHEETS, IF NECESSARY.

N/A

PLEASE BRIEFLY EXPLAIN WHY YOU WISH TO SERVE ON THIS BOARD, COMMITTEE, OR COMMISSION. ATTACH ADDITIONAL SHEETS, IF NECESSARY.

Dedication to growing and furthering our community. Bring both cultural and economic opportunities

Goal of displaying and highlighting our vibrant county.

Support both local reinvestment and national outreach

DATE: 10/12/2019

APPLICANTS SIGNATURE:

**CLERK OF THE BOARD OF SUPERVISORS USE ONLY – DO NOT WRITE BELOW THIS LINE**

Date Received: _____	Received by: _____ Deputy Clerk of the Board of Supervisors
Date referred: _____	
To: <input type="checkbox"/> BOS District 1	<input type="checkbox"/> BOS District 2
<input type="checkbox"/> All BOS	<input type="checkbox"/> BOS District 3
	<input type="checkbox"/> BOS District 4
	<input type="checkbox"/> BOS District 5
	<input type="checkbox"/> BCC Contact Person Name _____

# Sanjeev Ganatra

## PROFESSIONAL EXPERIENCE

**Ora, Inc., Boston, MA**

**5/2018 – present**

*Director, Business and Corporate Development*

*Ora is the world's leading full-service ophthalmic CRO and product development firm with offices in the United States, the United Kingdom and Japan.*

- Responsible for global business and corporate development with ophthalmic biopharmaceutical, pharmaceutical, device and diagnostic companies to secure business opportunities for Ora.

**Saragan Consulting, Tustin, CA**

**2/2013 – 5/2018**

*Managing Partner*

*SARAGAN Consulting is a boutique healthcare consulting firm.*

Consulting Projects:

- Develop Market Analysis for surgical eye care company launching in the US market (Presbia)
- Bus. Dev. & Commercial Ops. for Pharma vendor on analytics, managed care, patient access (TrialCard)
- Developed Training Platform for injectable to be launched for pain management for patients with FBSS (SOTA)
- Business Development activities for ophthalmic vitamin company (EyeScience)
- Social Media for Critical Care Device company (Masimo)
- Corporate Business Development and Marketing Management for ophthalmic device manufacturer (VisionCare)

**NVISION Eye Centers, Aliso Viejo, CA**

**1/2017 – 7/2017**

*Vice President, Corporate Development*

*3<sup>rd</sup> largest Ophthalmic LASIK, Refractive Eyecare practice in the U.S.*

Overall responsibility for leading strategic planning, service diversification, geographic expansion, and M&A activity

Sourcing and Acquisition:

- Managed deal process from first contact with potential targets through execution of agreements & into integration project management
- Identified new opportunities to support business growth (Expanded acquisition pipeline portfolio from 13 to over 40 potential transactions)
- Independently & in collaboration with internal groups, worked to provide detailed economic analyses of new opportunities (e.g., market research, business intelligence, competitive analysis, development plan, commercial forecast, NPV analyses) to inform business decisions, create integration project plans and launch timelines
- Presented business rationale, analyses and proposals to leadership team weekly and board quarterly

Diligence and Transaction:

- Coordinated the evaluation and diligence of new opportunities across multiple functional areas
- Developed deal concepts and negotiated term sheets and definitive agreements
- Worked closely with corporate legal counsel and finance groups to structure and execute transactions

Integration

- Developed an effective and scalable acquisition integration process
- Established key strategic goals, action plans and measurements in partnership with the acquired practice physicians and internal team to align integration priorities and efforts
- Created effective working relationships with counterparts in other company departments & with key vendor partners
- Served as key point person for acquisition diligence and integration issues including EMR integration, communications, physician onboarding and transitioning, legal matters. Worked with operations team to quickly transition general day-to-day operations management including key practice efficiency and process improvements.
- Worked with I.T. to develop a technology integration plan in both acquired practices and de novo locations including user office systems, phone, practice management and EMR systems.

# Sanjeev Ganatra

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## **VisionCare Ophthalmic Technologies, Saratoga, CA**

**8/2014 – 1/2017**

*Sr. Dir, Strategic Business Development & Marketing*

- Worked with Executive team on projects including investor/analyst relations & due diligence requirements.
- Developed strategic framework to analyze the company's existing business as well as new market opportunities
- Created awareness of the company & its products among the physician base;
- Broadened awareness to the patient customer base, patient support organizations & health care organizations.
- Increased the overall number of (US & Global) potential patients entering into the product candidacy process.
- Develop US and Global channel and partner relationships to support growth of the patient base and product sales.
- Manage Clinical Specialist team (13 OD, OT professionals) and managed Professional Marketing Manager

## **Avanir/Otsuka Pharmaceuticals, Aliso Viejo, CA**

**8/2012 – 2/2013**

*Director, Sales Operations*

- Responsible for all aspects of strategic analysis and tactical operations associated with allocation of Commercial resources, including sales, marketing, and business development programs.

## **Bausch & Lomb Pharmaceuticals, Irvine, CA**

**1/2005 – 6/2012**

*Director, Product Marketing*

- Responsible for \$80m corporate revenue and brand P&Ls
- Launched the Rx Allergy Franchise (\$700m market opportunity)
- Achieved 14% of the new prescription market within first 5 months of full launch (first in class)
- Developed over 200 KOLs (academic and clinician) and nationally recognized speakers in 3 specialties within first 5 months of launch

*Regional Sales Manager*

- Managed Mid-Atlantic sales force and contract sales representatives
- Took a mid-tier ranked team to top in region and nation consistently.
- Had the #1, #8, #13 (of 103) ranked Territory Managers in growth within first 6 months as manager

*Manager, Marketing*

- Consistently met and exceeded all revenue and unit targets for Istalol
- Developed effective product campaigns and promotional resources
- Developed KOL relationships in Cataract, Cornea, Retina and Glaucoma

*Manager, Business Analysis*

- Led sales force analysis through 3 expansions, growing the sales force from an outside sales force to 95 internally
- Developed Business Analysis department, needs assessment, reporting and sales incentive plans

## **Valeant Pharmaceuticals, Irvine, CA**

**5/2003 – 12/2004**

*Manager, Sales and Operations, US Pharmaceuticals*

- Managed Sales Analysis, Market Research and Sales Operations teams for the US Commercial team

*Senior Sales & Marketing Analyst, US Pharmaceuticals*

## **Pfizer Pharmaceuticals, Newport Beach, CA**

**7/2000 – 5/2003**

*Senior Sales Analyst, Western Business Unit*

### EDUCATION

<b>Purdue University (Global)</b> Juris Doctor	2018-2024*
<b>University of Southern California, Marshall School of Business</b> Masters of Business Administration, Entrepreneurship & Marketing	2002-2005
<b>Claremont Graduate University, Drucker School of Business</b> MBA/MS Financial Engineering (partial)	2001-2002
<b>University of California, San Diego</b> Bachelor of Science, Molecular Biology	1995-1999

# Sanjeev Ganatra

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## Summary of Experience:

Sanjeev brings nearly 20 years of experience in pharmaceuticals, managed care, biotech and technology. He has been a part of the growth or turnaround of various size companies from as large as Wyeth (Pfizer), to ICN (Valeant) and smaller entrepreneurial organizations such as VislonCare Ophthalmic Technologies, Ophthalmic Research Associates (Ora), ISTA (Bausch & Lomb) and Avair Pharmaceuticals (Otsuka). On the technology side, he has worked with TrialCard (electronic pharmacy adjudication), and for Sun Microsystems as well as a couple of web-based start-ups.

He has served in multiple senior commercial roles from Sales management, to Analytics & Operations management to Marketing management in healthcare specialties ranging from Oncology, Ophthalmology, Women's health, GI, Dermatology and Neuroscience. Sanjeev has been invited on many occasions to speak to industry colleagues at conferences ranging from commercialization and forecasting, to KOL development to global pharmaceutical launches.

Sanjeev resides in Southern California.

- Analytics** – Managed analytics and department for the CEO, CFO, VP Sales / Marketing and Sales Force on analyses both in-line and prior to the launch of pipeline or acquired brands. This included business development valuations on products/ companies, sales force sizing projects related to in-licensed (or expansion) products/ companies, and the development of the field sales force tools to sell in pharmaceutical, surgical (buy and bill) markets.
- Sales Force Development** – Led the development of multiple sales force expansion projects in dermatology, ophthalmology and neuroscience.
- Training** – Have trained hundreds (500+) of territory managers on products, anatomy, disease states, applications, IC plans and marketing initiatives. Have developed numerous training guides, presentations and courses to support initial and ongoing knowledge base.
- Clinical Studies** – Global executive relationships with ophthalmic companies; Provided guidance and direction on pre and post-approval clinical studies needed and clinical data gaps related to our ophthalmic products in order to develop the appropriate clinical life-cycle management and message life-cycle.
- Sales/Sales Management** – Award winning sales to pharma, tech companies (B2B), cataract, retina, corneal and glaucoma surgeons (physician), ASC's and teaching institutions. Successful in turning around a below average sales team which was highlighted by a team member achieving Presidents Club (first time) while under my supervision. I was also responsible for a contract sales team.
- Marketing Management** – (1) Developed brand strategies and delivered plans for personal and non-personal promotion to increase awareness and sales of pharmaceutical and eHealth brands; (2) Led the development of strategic and promotional platforms for multiple product launches. (3) Developed a significant number of national and international (US based) cataract, refractive and glaucoma KOLs. (4) Developed the business roadmap for building out the regional business and working cross-functionally to have this translated into operational tactics to build the infrastructure to achieve goals.

## Global Experience:

- Product Forecasting** – Responsible for all US and Global product forecasts. Reported forecasts of between 200-300 products on a monthly basis to US and Global GM's, VP of Operations, CFO North America and President for Valeant in order to maximize revenue and minimize excess production.
- Marketing Support** – Led the US Sales and Operations team to support both US and Global competitive landscape analyses, pricing issues, governmental impact analyses and launch preparation.