KEN JONES : KWJ Strategic Consultancy

Areas of Expertise

KWJ Consultancy provides business and leadership consultancy to assist life science companies to build a bespoke business and organisational strategies to deliver short and long term business objectives. Key areas of expertise:

- Corporate strategy
- Company organisation strategy and design
- Change management
- Start up and growth / Business exit
- New Market Entry
- Product development to Brand /Commercial strategy
- Sales Organisation Leadership
- Marketing / Market Access
- Product launches (first in class/ best in class)
- Geographic expansion
- Acquisition/divestiture businesses activities/deals

Leadership and Business Transformation

With 30 years of specialty pharmaceutical and medical device industry experience operating at global, regional and national levels Ken Jones is a strategic thinker. He has strong marketing, sales, market access and commercial capabilities, successfully bringing to market 'first in class' and 'best in class' products across Europe/Middle East/Africa, US, Japan and emerging markets. Ken has a proven record in developing and executing company business plans to achieve sustained growth and profitability targets.

Having set up organisations from scratch and grown companies internationally across four continents, Ken has been directly involved in developing and delivering corporate strategies, including mergers & acquisition and business development (in-licensing/out-licensing).

My approach

I can assist organisations to be clear and concise on what they want to achieve and to help deliver that within the framework of the organisation and culture. I take a holistic and integrated business approach in developing the strategies and plans that fits the companies aspirations and capabilities.

Kenneth Jones Biography

Ken Jones joined Innoture Ltd in June 2016 as Chief Executive Officer to take the company to the next major level of growth. His focus has been on implementing a strategy to deliver next generation microneedle technology products initially for pain management and dermatology. Innoture has the first and only commercially available microneedle patch, Radara, launched in the medical aesthetic sector. Innoture's patented microneedle platform technology provides an opportunity for pharmaceutical industry partners to develop new therapeutic options and opens the door for medicines that could not previously be effectively applied topically.

Most recently, Ken worked for Astellas from 2005 to 2016, the last 5 years as President and CEO, EMEA Operations. He had full P&L responsibility for €2.6 billion revenue, generating 15% growth in 2015, as

well as responsibility for 4,500 employees in 21 affiliates covering over 50 countries. He was involved in the developing the pricing strategy for four market leading products across Europe in Immunology, Oncology and Urology. He also spent 17 years at Allergan in various senior positions working in the US, UK, Europe and Japan and launching a variety of new products in the Pharmaceutical, Medical Device and OTC segments.

Strategic Regulatory Achievements in Europe

- One of the authors of the strategy to gain Botox Vistabel Cosmetic indication via French reference MRP process, after the UK MJRA refused initially. After receiving approval in first round of MRP process, the UK approved on the second round MRP process. https://www.thefreelibrary.com/Allergan%2C+the+Makers+of+BOTOX(R)%2C+Receive+UK+Approval+for+VISTABEL+...-a0143135274
- Led New product strategy to have Vesicare approved as the first overactive bladder indication vs precedent unstable bladder indication of competitive rivals products. Global brand sales $2B https://www.astellas.com/en/corporate/news/yamanouchi/040709.html
- Led the New product strategy for the regulatory response for the approval of once a day tacrolimus Advagraf. Demonstrated the pivotal study missed statistical end point due to donor patient mis-match, and if corrected for this, met its clinical endpoint. European Medicines agency agreed and Advagraf was approved. The US regulatory team did not argue this with the FDA and it was not approved in the USA until much later after using the EU kidney and liver registry data which demonstrated superiority of Advagraf over Prograf. http://newsroom.astellas.us/2013-07-19-Astellas-Announces-FDA-Approval-of-ASTAGRAF-XL-tacrolimus-extended-release-capsules-for-the-Prophylaxis-of-Organ-Rejection-in-Adult-Kidney-Transplant-Recipients

- Led strategic project to have tacrolimus recognised as a narrow therapeutic drug thereby stopping pharmacy prescription substitution of Branded product. Global sales retained at $2Billion. https://www.fda.gov/downloads/Drugs/GuidanceComplianceRegulatoryInformation/Guidances/UCM506916.pdf

    - EU generic penetration of tacrolimus less than 15%, 8 years after patent expiry and over 20 generic launches. http://www.ema.europa.eu/docs/en_GB/document_library/EPAR_-_Product_Information/human/000712/WC500022234.pdf