**Way Forward Consulting |Samantha Jouin, Independent Consultant**

**Solving complex challenges | Driving programs from strategy to action**

[jouin.samantha@gmail.com](mailto:jouin.samantha@gmail.com) | 484 467 0311| www.linkedin.com/in/samantha-jouin

|  |  |
| --- | --- |
| **Samantha Jouin** helps companies tackle and succeed in making change by providing project leadership and program management services for key business objectives. She understands the importance of getting it right the first time, and specializes in shaping solutions to drive complex business initiatives from strategy to action.  **Expertise and Capabilities:** | |
| Mergers and Acquisitions | * For companies acquiring a target: Build integration teams, lead team in developing integration plan & budget, facilitate planning for an efficient and effective Day 1, and for 30-60-90 day horizon * Assist companies looking to be acquired to prepare their people, processes and systems for due diligence |
| Inflation Reduction Act | * Drug price negotiation operational readiness: Put in place process and governance for submission development and ensuing engagements with CMS. Identify cross-functional team members needed, design approval processes, build and oversee integrated project plan and timeline. * Part D redesign readiness: Identify gaps and develop plan to address, including chartering workstreams and creation and implementation of plans and timelines to drive from strategy to execution |
| Strategic Programs & Business Transformation | * Develop strategy, framework and governance to accomplish organization and business model change, inclusive of people, processes and systems * Change Management for new ways of working and new business models * Facilitate goal-setting and strategic prioritization exercises with leadership teams |

**A person with red hair wearing a turtleneck

Description automatically generatedWay Forward Consulting |Samantha Jouin, Independent Consultant**

**Solving complex challenges | Driving programs from strategy to action**

[jouin.samantha@gmail.com](mailto:jouin.samantha@gmail.com) | 484 467 0311| www.linkedin.com/in/samantha-jouin

**Samantha has held leadership roles in Marketing, M&A, Business Transformation and Strategy & Operations. Her achievements include:**

* **Directed enterprise-wide integration team** accountable for integrating a foot & ankle implants company into J&J: transitioned from distributors to direct sales force, doubled production, met quality remediation goals, orchestrated organizational structure & technology changes, and moved customer service and distribution.
* **Led integration** and new business model implementation of a critical asset in the Joint Reconstruction space that resulted in increased product pull-through, exceeding deal model expectations by double digits
* Drove business readiness and company response to the unprecedented changes stemming from the **Inflation Reduction Act**. Led operations for 2 drug price negotiation submissions to CMS. Created and facilitated program of 6 workstreams, leading IRA transformation activities.
* **Strategy & Ops** **lead for launch** of company’s first CAR-T cell therapy. Dove in deep with a series of workshops to define launch plan and interdependencies, designed and implemented team structure and project governance, navigated changing landscape and unforeseen challenges, resulting in a best-in-class launch that has become a role model in the cell and gene therapy space.
* **As Strategic Business Transformation** lead for US Oncology business, orchestrated strategy and operations excellence, including business goal-setting, strategic planning process, leadership business reviews and oversight of launch planning for 5 new drugs.

**About Samantha Jouin:**

As a passionate executive with 25 years of Pharmaceutical and MedTech expertise at Johnson & Johnson, Samantha is now helping companies achieve business results by providing leadership and oversight for key objectives and initiatives. She brings clarity to the complex and pioneers the way forward to solve new problems, leading critical business programs to rapid and seamless execution.   
  
Ms. Jouin is known for uncovering new solutions, connecting the dots, building strong cross-functional relationships, and driving engagement across teams.

Samantha leverages her robust marketing background to enhance strategic transformations by infusing customer-centric insights, effective communication, and commercial focus. Her marketing roles included product development and launch, global portfolio management, managing alliances for innovative external partnerships and KOL development.

Ms. Jouin is a dual citizen of France and the US, and has lived and worked on two continents. She leverages her cross-cultural know-how to advance business collaboration and business goals.