



Nurcan Tosun

MBA, MA

PROFESSIONAL SUMMARY

Pioneer in managing global teams with diverse set of people. Expert at problem solving through analytical proficiency and identifying white space opportunities. Masterful in approaching customers with a unique perspective derived from a broad set of interests. Experienced in product management, business development, sales, and data analysis.

CONTACT

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[LinkedIn Profile](#)

www.thebrackengroup.com

EDUCATION

Masters, Asian Art Histories 2014
LaSalle College of the Arts

MBA, Marketing and Medical Industry Leadership Institute 2010
University of Minnesota

Bachelor of Administration 1996
Marmara University

LANGUAGES

English
French
Turkish

PROFESSIONAL EXPERIENCE

Nov 2021 – Present

The Bracken Group

Senior Manager, Strategic Partnerships & Business Development

- Work with key opinion leaders and subject matter experts within Bracken and/or those that have an interest in Bracken to effectively manage the consultant business.
- Provide the consultants at Bracken with required marketing and sales support in a collegial and professional manner.
- Develop and hone the internal knowledge base of consultant expertise to ensure business development objectives are met and consultant and SME expertise remain relevant.
- Help manage the CRM and follow-up on consultant leads.
- Be the primary point of contact for the consultants at Bracken and integrate into company cross-functional project teams when necessary.
- Collaborate with the consultants to identify on-line and in-person networking opportunities in their local region.
- Support the on-boarding of new consultants.
- Support the wider sales and marketing team to grow the company and increase the number of clients and projects the company supports.

Jan 2012 – Feb 2013

International Osteoporosis Foundation, Switzerland

Corporate Development Coordinator

- Handled all aspects of fundraising and corporate account management, including planning and implementation of individual approaches.
- Approached potential corporate partners and developed enduring relationships to encourage long-term support.
- Acted as the main point of contact with corporate partners and maximize fundraising by identifying trends and keeping abreast of the corporate fundraising market.

Jul 1996 – May 2004

Merck Sharp & Dohme, Turkey

Product Manager

- Successfully developed and implemented marketing plans, including planning and execution of product strategy, positioning, and messaging for the Vaccines and Ophthalmic Product Lines.
- Launched Merck Vaccines Corporate Concept, which effectively established the reliable vaccine company perception and increased sales volume of Vaccine Products by 73%.
- Marketing Analysis—Actively monitored market trends, medical literature and competitive activity. Utilized market research to investigate, challenge, support or validate hypothesis about product/market.
- Worked closely with the analytics team to interpret the data into a succinct business case to understand industry and product trends.
- Prepared long-range annual operating and profit plans where initial product strategies were developed based on the analysis of market conditions.
- Customer Focus—Spent significant time in the field (20-40%) with sales representatives and customers. Established fruitful relationships with Key Opinion Leaders and helped grow the number of Merck advocates.