

Taylor Blackburn

Independent Study and Mentorship

Speice 2A

October 26, 2016

Interview Assessment

Name of Professional: Eric Williams

Profession: Regional Business Director

Company Name: Takeda Pharmaceuticals

Date of Interview: October 14, 2016

My interview with Mr. Williams was arranged due to contacting him from the business symposium. Once I heard from classmates from their brief interview with him, they told me about his outgoing personality and in depth experience in the field of pharmacy sales. I knew that I wanted to conduct an interview him to broaden my research and get new viewpoints to aid my understanding of the total environment of pharmacy. Because I have been contacting pharmacy managers of retail, clinical, and inpatient, it was crucial for me to obtain a greater knowledge about the sales aspect of pharmaceutical companies with my interview with Mr. Williams.

He mentioned how the dynamic market place changes, because products can only be made with a patent, and once the patent expires, other brands compete to make a generic version of it. Consumers mainly buy medications that are cheaper instead of who was the first company to create the drug, therefore it is a constant challenge to the sales aspect of pharmacy to advance a company with such a large amount of competition between brands. Mr. Williams mentioned that his job requires a lot of skills concerning determination, communication, and technical

knowledge. Also, due to his outgoing and Type A personality he was able to achieve the director position where he leads his team to advance Takeda Pharmaceuticals further. An important thing he told me to note was the ideology that I have to be successful was to start with goals and envision how I eventually wanted my career to align with those goals. As a family man, he felt that his job is easy to balance between work and is able to provide for them with his salary that he earns. Normally, jobs in pharmacy tend to offer a substantial salary, but the main benefit to me is seeing how the impact of medications is changing the community and advancing technology through the hard work of medical professionals. Plus, Mr. Williams noted that he knows that every phone call made, person spoken to, and every email sent is helping transform a patient's life and behavior.

Due to his extensive background in psychology, he understands the why in people's personalities and how it applies to his current job. This was intriguing to me as before the interview I was unsure of how sales played a key role in pharmacy and being able to advance and brand a company more effectively will earn the pharmaceutical company that way they can outreach to other patients and fulfill their needs with cheaper and efficient products. I want to direct my investigations in the future towards the market of pharmacy and why it experiences such a rise and fall over time. Pharmacy is an interesting subject to me, because there is always something new to learn and a new science that is being applied to help better the lives of individuals, which is something that I learned with my time with Mr. Williams and aspire to fulfill in my career in the future.

## ISM Interview Notes- Eric Williams

Mr. Williams: regional business director for Takeda pharmaceuticals

-sales director for pharmacy lead on a sales team to help those with diabetes, GI, depression, and gout

-his education in psychology helps him understand the why in people's personality (\*for research assessment: having a solid background with many aspects that can help you drive towards doing your job better is important in any career; the more experience and education you have the better\*)

-has 16 years of experience in this field

-a lot of mentors along the way any professional needs to know that it is a team effort

-day-to-day: doctor's office go to an office and go to and talk about sales

-talking to doctors office pharmaceuticals sales representative

-write prescription for whatever prescription you have & they would fill the prescription for you

-supply and demand

-products you need for the lower cost

-meeting people and communicating and managing a territory on your own

-rewarding career helping people

-as people get older it is a great industry to be in

-wanted to be an accountant

-maybe psychology and by way of relationships made it into pharmaceutical career

-biggest challenge: dynamic market place changes: as products become off of patent only; once it expires many brands compete to make a generic version of it

- competing against the branded version
- a customer may be able to afford different prices and see it as less desirable, because while the company may have been first to create it customers lean to the cheapest product
- Challenge: competitive marketplace
- goals have changed: first as sales representative and schemed roles of greater representatives to lead sale of 100 people (used to be one of the 100 and is now the leader of those 100)
- skills: leadership, communication, time management, collaboration, vision of where you want the organization, technical knowledge**
- benefit: know that every phone call made, person spoken to, and every email is helping people transform a patient's life and behavior
- benefit: call other people reach their career goals
- great salary to take care of family
- travel and vacation
- experience a lot of things that he would otherwise not have
- balancing family life and work life
- anything that you are extremely passionate about is going to be hard
- common in any career
- work life balance will always be a challenge but you have to let your family know that you will put them first
- set boundaries
- engaging with customers - changing someone's behavior
- increase of generic medications is the biggest problem within the pharmaceutical chain today