

Marcus J. Lee

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EDUCATION

University of California, Irvine

6/2009

The Paul Merage School of Business, Irvine, CA

Masters of Business Administration, Healthcare Marketing, GPA 3.7

- Vice-President Finance, Healthcare Bio-Pharma Association
- Vice-President Internal, International Business Association
- Board Committee, OCTANeNext

University of California, San Diego, San Diego, CA

6/2003

Bachelor of Science, Bio-Engineering

EXPERIENCE

Advanced Sterilization Products, Irvine, CA

2008- Present

Market Research Analyst Intern

Manages market research data for a Johnson & Johnson company with \$600M in sales.

- Analyzed sales and market data to discover potential markets and developed marketing strategy to target independent endoscopy centers for STERRAD sterilization systems based on analysis.
- Responsible for managing sales leads using Seibel CRM system and preparing market forecast and analysis from data garnered from COGNOS data warehouse.
- Produced pricing analysis to set price points for ASP product promotions leading to a 12% increase in sales.
- Collaborated with advertising affiliate to produce marketing materials to promote STERRAD systems and analyzed efficacy of advertising and pricing promotions.

UCSD Geisel Library, San Diego, CA

9/2006 – 8/2007

Financial Service Advisor

Management of special project and general funds with a budget of \$15M for UCSD's seven libraries.

- Analyzed historical cost to prepare expense analysis for fiscal year budgeting and planning. Presented findings to Library Management Group for implementation of operations budget.
- Developed a relational database encompassing all UCSD library employees to use for salary cost analysis and strategic planning. Improved efficiency of preparation of monthly resource allocation reports.
- Formulated policies for day-to-day operations and prepared informational materials for library employees. Increased from 85% to 100% compliance with government guidelines.

Institute on Global Conflict and Cooperation, San Diego, CA

5/2004 - 5/2006

Financial Specialist

Management of operations budget of \$5.75M for an organizational research unit that works in conjunction with the Department of Energy's national laboratories.

- Secured \$1.5M in funding to support IGCC programs through successful submission of grant proposals to Ford Foundation and Carnegie Foundation. Managed post award administration of grants.
- Streamlined IGCC's contract and grant database to improve efficiency in garnering data for grant reporting and proposal submissions. Used database to market IGCC's programs to political leaders and activist.
- Supervised three employees. Aligned work directives with organizational goals and reduced employee turnover by using innovative motivational methods.

Orphagen Pharmaceuticals, San Diego, CA

7/2003 - 5/2004

Administrative / Research Associate

Management of day-to-day operations for start-up company with a budget of \$1.5M of National Institutes of Health phase 1 grants. Research focused on discovering potential 'hits' of orphan nuclear receptors for treating diabetes.

- Managed accounts payable, payroll and the general ledgers. Assessed the company operating expense structure and formulated fiscal year budget. Reduced overhead expenses by \$20K.
- Collaborated with CEO to draft business plan. Business plan was presented to venture capital and angel investors to raise \$500K in capital.

ADDITIONAL INFORMATION

Vice President Fundraising, Net Impact; Vice President Special Events, Challenge for Charity