

Adam Longley

Mobile: +44 (0)7306-194484 | **Email:** longleyapd@gmail.com | **Location:** Brighton, East Sussex, UK

Professional Summary

Dynamic marketing leader with over 20 years of experience driving global marketing strategies, product portfolio management, and team leadership within the healthcare and medical device sectors. Proven expertise in developing and implementing comprehensive marketing plans, managing product lifecycles, and delivering market share growth. Skilled in engaging Key Opinion Leaders, interpreting market trends, and ensuring compliance with Medical Device Regulation. Adept at leading high-performing teams, fostering cross-functional collaboration, and executing innovative campaigns to exceed business objectives. Known for strategic thinking, data-driven decision-making, and building strong relationships with stakeholders across international markets. Skilled in launching cutting-edge diagnostic systems, software packages, and medical devices across global markets. Recognized for commercial acumen, having driven 87% sales growth and profitability in the US.

Key Skills

1. Strategic Marketing Leadership

- Developing and implementing global marketing plans for sales and market share.
- Creating and executing business strategies tailored to regional market needs.

2. Product Portfolio Management

- Managing and promoting product portfolios across direct / distributed markets.
- Product lifecycle management from market entry to product launch and maturity.

3. People Management and Leadership

- Leading and managing teams proactively, and fostering professional growth.
- Building and retaining high-performing teams with collaboration and innovation.

4. Market Insights and Analysis

- Conducting market research, competitor clinical trends analysis, to inform decisions.
- Producing analysis with actionable recommendations for growth and product adaptation.

5. Stakeholder Engagement and KOL Development

- Engaging and developing KOL networks to understand clinician and patient needs.
- Working with stakeholders & hospitals to support product adoption / guideline alignment.

6. Regulatory and Compliance Knowledge

- Collaborating with regulatory teams to ensure compliance with technical requirements.
- Understanding of Medical Device Regulation with marketing and product management.

7. Cross-Functional Collaboration

- Fostering cross-functional collaboration with sales, commercial, product teams.
- Creating and delivering training / education programs both internal and external.

8. Marketing Collateral and Campaign Development

- Creating marketing and training resources, aligned with central & regional needs.
- Briefing and managing external agencies for creative and marketing projects.

9. Analytical Strategic Thinking

- Measuring and interpreting sales data, marketing performance and clinical studies.
- Providing strategic recommendations based on data insights and market trends.

10. International Market Experience

- Navigating diverse cultural and regulatory environments.
 - Developing and launching products across international markets.
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Professional Experience

Culdrain Consulting – Owner/Consultant

Brighton, UK | October 2020 – Present

Providing strategic marketing, product management, and commercialization consultancy to HealthTech start-ups and SMEs.

- *Developed product roadmaps for diagnostics and healthcare platforms, from initial discovery to successful market launch.*
- *Conducted user research and market analysis to identify pain points and opportunities, informing product improvements and feature prioritisation.*
- *Cross-functional collaboration with design, development, and marketing teams to ensure alignment on product strategy, user stories, and project timelines.*
- *Defined business cases, conducted competitor analysis, and developed Go-to-Market strategies (positioning, messaging, and omnichannel campaigns).*
- *Enabled market entry and commercialization of new products in diagnostics, resulting in successful launch-readiness for clients in the US and UK.*

Elekta - Senior Global Product Marketing Manager

Crawley, UK June - October 2024

Product launch and upgrade planning.

Inflammatix Inc. – Associate Director of Marketing and Product Management

Remote, UK | May 2021 – Feb 2023

Led marketing and product management for an AI-powered molecular diagnostics start-up, focusing on late-stage product development and commercial readiness.

- *Developed a comprehensive product roadmap and prioritised features based on user insights and quantitative data.*
- *Delivered product launch package, developing and executing omnichannel marketing plans for pre-launch phase.*
- *Managed relations with UK distribution partners and IT middleware providers, ensuring timely and cost-efficient project completion.*
- *Led cross-functional teams, ensuring the product met regulatory standards while maintaining user-centred design principles.*
- *Managed Design History File (DHF) and defined full Go-to-Market plans, including market analysis and user needs documentation.*
- *Worked closely with engineers and UX teams to define product features, user stories, and acceptance criteria for AI-powered health solutions.*

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bioMérieux: *June 2011 – October 2020*

Marketing Director, Northern Europe Cluster

Remote, UK | *July 2020 – October 2020*

Led the development of Phase 0 new Point-of-Care platform and the market mapping for clinical decision support software (*SaaS and SaaSMD*), focusing on user experience and alignment with market trends.

- *Conducted product discovery activities, including stakeholder interviews and competitor analysis, to identify market opportunities.*
- *Project lead on market testing value and outcomes-based contracting.*

Product Marketing Director, Enterprise Business

Durham, NC USA | *Nov 2018 – June 2020*

Responsible for product management and commercialisation of clinical decision support platforms (patient level) and analytics tools (population level), from market analysis to product launch while developing value and outcomes-based contracting.

- Led cross-functional teams to deliver SaaS-based health solutions, ensuring that both technical and user-focused features met high standards for accuracy and trust.
- Worked, using agile methodology, with the development team on delivering features that personalised health data insights for users.

Marketing Director, Immunoassay Franchise

Durham, NC USA | *Jan 2015 – Nov 2018*

Drove product growth and market expansion for bioMérieux's immunoassay portfolio, focusing on the launch of innovative diagnostic systems and assays.

- Spearheaded product portfolio management, achieving 87% revenue growth for the procalcitonin (PCT) franchise, expanding sales from \$52M to \$101M.
- Rationalised the immunoassay product portfolio, focusing on data-driven customer segmentation, which led to significant improvements in efficiency and market impact.
- Reorganised salesforce operations, leading to a 20% increase in revenue per representative.
- Recruited and managed marketing team of 5.

Global Senior Marketing Manager

Durham, NC USA | *Aug 2013 – Dec 2014*

Led the US commercialization strategy for the US launch of a new analyzer and lifecycle management of existing installed base, ensuring alignment between technical product development and US market demands.

- Launched the VIDAS 3 analyzer in the US, converting 60% of the installed base within three years and introducing over 125 units in the first quarter.

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Global Senior Product Marketing Manager

Lyon, France | *Jun 2011 – Jul 2013*

Drove product development for bioMérieux's joint venture with Philips Healthcare, leading the creation of Point of Care systems and accompanying assays.

- Collaborated with Philips and internal teams to ensure alignment of technical and customer requirements, shaping the product's development from start to prototype.
- Chaired global advisory boards and conducted in-depth customer research to refine product features, define MVP criteria for Go/No Go decision.

Roche Diagnostics: *January 2005 – June 2011*

Global Product Marketing Manager

Rotkreuz, Zug, Switzerland | *Jan 2008 – Jun 2011*

Led the development and global launch of middleware V2, positioning Roche Diagnostics as a leader in integrated Point of Care (POC) solutions.

- Oversaw the global product development cycle, from initial concept through to market launch, including US market launch.
- Directed cross-functional teams, including R&D, UX designers, and regulatory experts, to deliver a user-centred design to enhanced adoption globally.
- Launched a new user management concept to meet diverse market requirements, facilitating smoother integration into hospital systems.

Market Manager – Hospital Point of Care (UK & Ireland)

Burgess Hill, UK | *Jan 2005 – Dec 2007*

Managed the Hospital Point of Care business across the UK and Ireland, focusing on product launches and market penetration strategies.

- Launched connected metres and middleware solution, significantly improving patient data management workflows for hospital clients.
- Developed a new user management concept to meet diverse market requirements, facilitating smoother integration into hospital systems.

Eli Lilly - Healthcare Business Manager

Field based, UK | *Jan 2002 - Dec 2004*

Business Development and Field Sales role covering London and the Southeast of England.

- Managed entry of new branded drugs and indications into acute hospitals (Oncology: Gemzar and Alimta; Sepsis: Xigris; Urology: Strattera; Osteoporosis: Forteo)
- Managed the Trust level commercial contracts across branded and generic portfolios

UK National Health Service - Commissioning and strategic planning

London, UK | *Jul 1996 to Dec 2002*

Various roles in commissioning and strategic planning in London Health Authorities and Primary Care Trusts. Graduate of NHS Management Training Scheme (1998).

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Education

2026 (*Expected*) - MSc Computer Science and AI (part-time) | Northumbria University

2000 – 2002 - Executive MBA | Imperial College Business School, University of London

1996 – 1998 - Post Graduate Diploma in Management | Sheffield-Hallam University

1988 – 1991 - BA Hons (Politics) | University of York

Board Roles

Board Advisor | *Beyond Blood Diagnostics* (November 2023 – Present)

Advising on product design, business planning, and market positioning for a health diagnostics startup.

Interests

- Digital Photography
- Storytelling through literature, podcasts and cinema
- Hiking and biking for fun, and running for fitness