



# Chuck Melendi

## **DISRUPTIVE DIALOGUE**

### **Consultant/ Podcaster / Speaker**

Leveraging 35 years of healthcare leadership, advocacy expertise, and deep industry connections to fight for healthcare reform from within.

- Consultant to employee benefit companies and employers
- National educator and speaker
- Podcast host committed to healthcare literacy and reform

## **JOHNSON & JOHNSON**

### **Healthcare Policy & Advocacy** - Director (2018 – 2025)

Collaborated with advocacy organizations, employer coalitions, state societies and lobbyists across Florida, Georgia and Puerto Rico on legislative issues and policies impacting Johnson & Johnson products, providers and patients. Demonstrated expertise in numerous areas including drug supply chain, carrier practices and healthcare legislation. Therapeutic areas of focus spanned immunology, oncology, cardio-vascular medicine, infectious disease and behavioral health.

### **Strategic Market Director - Florida** (2011 – 2018)

Executed and developed portfolio management strategies to enhance and maintain access for J&J's immunology and oncology drug portfolios in the payer (MCO) space. Talent for negotiating contracts and creating value propositions to achieve strategic goals across regional health care plans, pharmacy benefit management (PBM) and specialty pharmacy (SPP) organizations.

### **Senior District Sales Manager** - Dermatology & Gastroenterology (2008-2010)

Consistently recognized for high levels of achievement and leadership

### **Associate Director European Commercial Operations**, Leiden, The Netherlands (2006-2008)

Collaborated with strategic alliance partners to implement commercialization plans in Europe for the organizations' gastroenterology and dermatology franchises. Worked alongside global medical affairs, and worldwide marketing to develop and execute global strategies, overseeing label updates, product life-cycle strategies, and establishing sales forecasts.

### **Additional Roles:**

- Associate Director of Medical Education (2005-2006);
- Senior Manager of Medical Education (2004)
- Senior Manager of Field Marketing – Gastroenterology Franchise (2003)
- Executive District Sales Manager – Cardiovascular (2001-2002)
- Cardiovascular Specialist (2000)

## **ADDITIONAL PROFESSIONAL EXPERIENCE**

ASTRA ZENECA PHARMACEUTICALS, Tampa, FL (1997-1999)

Regional Training Manager (1998-1999); Pharmaceutical Representative (1997-1998)

SUNSET MEDICAL, Tampa, FL (1994-1997)

President & Owner

Durable Medical Equipment sales and support

ZIMMER, INC., Sarasota, FL (1992-1994)

Orthopedic Implant Sales Representative

ROCHE LABORATORIES, St. Petersburg, FL (1991-1992)

Pharmaceutical Representative

## **EDUCATION & PROFESSIONAL TRAINING**

UNIVERSITY OF SOUTH FLORIDA, St. Petersburg, FL - MBA in Finance, 1991

UNIVERSITY OF FLORIDA, Gainesville, FL – BS in Accounting, 1987

Johnson & Johnson Pharmaceutical Marketing Excellence Program

Wharton School of Business Strategic Marketing Program

INSEAD Executive Education Program

## **COMMUNITY ENGAGEMENT**

**Ibis Healthcare** – Tampa, Florida

Chairman of the Board (2024-2028)

**Florida Supportive Housing Coalition**

Board of Directors

**Fellowship of Christian Athletes Tampa Bay**

Board of Directors

**Tampa Bay Chamber of Commerce**

Policy & Advisory Committee

**Contact Chuck Melendi at:**

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