

Wyeth

Wyeth Canada

Transforming Their Success

Talking with Jim Connolly,
President and Managing Director, Wyeth Canada

Can you give us an overview of your career path and how you got to be the head of Wyeth's Canadian division?

I have been with Wyeth, formerly American Home Products (AHP), for almost 17 years. The majority of my academic and early work experience was in accounting and finance. After Wyeth's acquisition of American Cyanamid, I served as assistant to the president of

Wyeth's pharmaceutical division. This great opportunity started me on a path of increasing responsibility in the business development, sales, and marketing divisions of Wyeth. It is somewhat unusual these days for someone to have stayed at one company for his entire career. I have stayed with Wyeth for two main reasons: the great people and the abundant personal and career development opportunities that exist here.

From left to right: Jim Connolly, President and Managing Director; Dr. Karen Thompson, Director, Planning; Mark Omoto, Assistant Vice-President, Sales and Marketing; Dr. Neil Maresky, Vice-President, Scientific Affairs.

Wyeth recently changed its name. Tell us about the change and the “transformation” going on within the company.

On March 11, 2002, AHP changed its name to Wyeth. The Canadian affiliate, known as Wyeth-Ayerst Canada, officially became Wyeth Canada on Jan. 1, 2003. The decision to change the name reflected an important transition in the company’s history.

Over the years, AHP/Wyeth has strategically evolved from a diversified holding company to a world leader in research-based pharmaceutical products. Our company name change is only part of an overall transformation that has been ongoing at Wyeth both globally and here in Canada. This transformation can be segmented into four distinct, yet interrelated, components: values, products, people, and processes.

In mid-2001, Wyeth introduced five core values—leadership, quality, collaboration, respect for people, and integrity—to guide our activities and behaviours. We have been conducting a series of workshops to embed these values into what we do every day. In addition, we created a Mission, Vision, Values awards system to recognize individuals and teams who embody these values and have made outstanding contributions to our business.

Over the last two years, we have introduced a series of new products, including Prevnar®, Enbrel®, and Rapamune®, which represented major breakthroughs in their respective therapeutic categories. Our Biopharmaceutical Business Unit, a group that did not exist four years ago, has grown to include over 70 dedicated individuals in our commercial organization and many others in the research and development, and operations divisions at our St. Laurent facility.

Our success is only possible through the passion, efforts, and talents of the people here at Wyeth. Numerous talent management initiatives and improvements have been put in place across the organization to improve our ability to attract, develop, retain, and engage our employees. These efforts have collectively strengthened our position as an “employer of choice.” We have improved our compensation and benefits programs, provided significant promotional and growth opportunities, invested



Jim Connolly,
President and Managing Director

heavily in training and development, and placed a stronger emphasis on celebrating achievements.

The last component of our overall transformation process is in the area of processes and systems. While we have experienced significant growth as an organization over the last few years, some of our processes and systems have not changed at the same pace. We have developed a new business planning process and created brand matrix teams to support the cross-functional needs of our key brands. We recently implemented a new Management By Objective system to ensure that the entire organization is aligned to achieve our corporate and brand goals.

We have also invested significantly in automating our sales force and will continue to invest to ensure that our sales and marketing team has state of the art analytical and decision support tools.

Wyeth has experienced tremendous growth in recent years. What are some of the successes that have contributed to this growth?

Over the last 12 to 15 months, Wyeth has moved into the top 10 of all pharma companies in Canada and realized the fastest growth rate amongst this top group of companies. Several of our key goals for 2002 revolved around building and/or expanding our first in class position for key promoted products and successfully launching or leveraging our new product opportunities. In late 2002, Effexor XR® surpassed Paxil® to become #1 in terms of new prescriptions in the antidepressant market. We are currently in the #1 position in the overall oral contraceptive and hormone therapy areas and, more specifically, our low-dose oral contraceptive Alesse®, is on the verge of becoming the #1 product in this category.

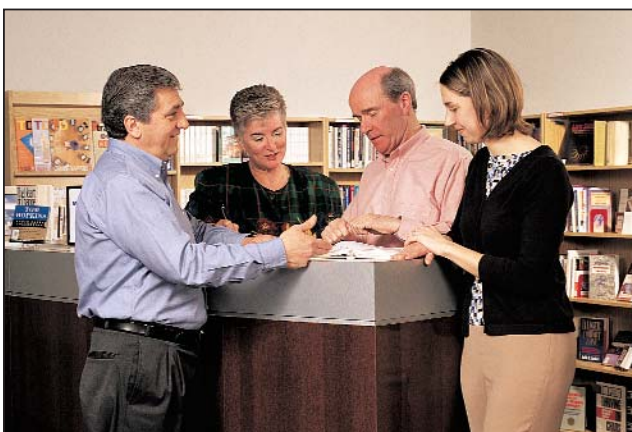
Significant progress was also made with some of our newer products. Both Prevnar, our pneumococcal conjugate vaccine, and Enbrel, a tumour necrosis factor inhibitor for rheumatoid arthritis that we now co-promote with Amgen, realized significant growth in 2002. Both products are well positioned to move into the #1 position in their respective categories over the next several years. Enbrel was also awarded the 2002



From left to right: Robin Key, Manager, Continuing Health Education; Greg Ellis, Assistant Vice-President, Sales and Marketing Operations; Kathryn Hamel, Manager, Regional Sales (Ontario); Stephen Whitehead, Assistant Vice-President, Business and Corporate Development; Murray Roach, Director, Sales (Pharmaceuticals).



From left to right: David Leitner, Group Product Manager, Neuroscience; Lionel Houle, Marketing Director, Biopharmaceuticals; John Andonoff, Group Product Manager, Vaccines; Marise Lemieux, Group Product Manager, Immunology and Hemophilia.



From left to right: Dan Iannicello, Vice-President, Human Resources; Jane Graham, Director, Human Resources; Dan Geraghty, Manager, Human Resources; Jenny Sculthorp, Learning and Development Associate.

Prix Galien in recognition of being the most innovative product launched in 2001.

Based on these successes, Wyeth Canada has become one of the top performing affiliates globally for Wyeth and we are poised for continuing strong growth and success over the coming years.

As you embark in this new role, what are your goals for Wyeth Canada?

Our overall corporate mission and vision is to lead the way to a healthier world by bringing pharmaceutical and

health-care products that improve lives and deliver outstanding value to our customers and shareholders. By carrying out this vision at every level in the organization, we will be recognized as the best pharmaceutical company in the world.

Several years ago, Wyeth Canada was a \$300 million company with a portfolio of products, other than Effexor XR, that were relatively mature and not experiencing significant growth. With the launch of our "Class of 2001" products (Prevnar, Enbrel, and Rapamune), coupled with continued growth from Effexor XR and Alesse, we are poised to double our sales base within the next several years. This continued strong growth will allow us to solidify and expand our position as one of the top companies in Canada. Wyeth's strong pipeline of products will also contribute to maintaining our leadership position in the future (Figure 1).

Being the best does not always mean being the biggest. One way we measure being the best is how we stack up relative to our competitors. From this perspective, we may be quite unique in that we have the potential to achieve first in class market share position for the majority of our promoted products.

Wyeth has a very proud past and, more importantly, a very dynamic future. We are poised to have yet another very successful year in 2003 and I am very proud to be leading our team during this very exciting time. CPM

Figure 1. Highlights from Wyeth's pipeline of products.

