

DONALD HOANG

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EDUCATION

University of California, Berkeley, Haas School of Business **December 2017**

Master of Business Administration, Master of Public Health

- Co-President of Haas Healthcare Association, Principal of Haas student-managed \$2.5MM ESG investment fund, 2nd Place in Pfizer-John Hopkins Healthcare Business Case Competition
- GSI for Profs. Richard Scheffler and Brent Fulton's *Health Economics and Public Policy* (student reviews: median=7.0/7.0)

Stanford University, Stanford, CA

June 2009

Bachelor of Arts, International Relations

EXPERIENCE

Varian Medical Systems, Palo Alto, CA **Summer 2017**

Corporate Development & Strategy Intern

- Evaluated long-term oncology strategy for a transformational entry into adjacent markets; final strategic vision and tactical plan presentation to an audience involving: CEO, CFO, CMO, division presidents, and Board of Directors
- Managed valuation and due diligence process for two active deal targets (<=\$200MM and <=\$15MM)
- Engaged directly with several startups' commercial (CEO, CFO) and scientific teams for potential equity investment

Doximity, San Francisco, CA

Spring 2017

Largest Online Network for U.S. Health Professionals

Business Development Intern

- Advised co-founders on organic and M&A revenue growth opportunities in the healthcare marketing ecosystem by evaluating potential business expansion, presenting strategy and sales roadmaps, and identifying potential partners

Roche Genentech, South San Francisco, CA

Summer 2016

MBA Intern, Global Product Strategy, Strategic Insights and Analysis

- Led global primary market research and developed market landscape of customer behaviors, country characteristics, drivers and barriers for TECENTRIQ, a cancer immunotherapy (CIT) in development for Triple Negative Breast Cancer
- Presented opportunities to drive CIT use to GPS Leadership, International Business and Medical Teams, and leaders in four commercial functions among six countries to inform the global brand plan and pre-launch product positioning

C1 Consulting, San Francisco, CA

2012-2015

Life Sciences Strategy Consultancy (acquired by Charles River Associates in January 2017)

Senior Analyst (2014-2015) | Analyst (2012-2013)

Managed projects, client relationships, and team members on over 30 new product commercialization engagements for top biopharmaceutical and diagnostic clients. Select projects include:

- Determined \$200MM genomic testing market by forecasting competitor share (forecast fell within 1% of actuals); built regression models to identify drivers of share (e.g., patient, disease, physician characteristics)
- Benchmarked sales force effectiveness for a newly launched oral biologic to inform brand strategy, resulting in more compelling physician speaker programs, interactive physician detailing, and marketing collateral
- Conducted customer segmentation, cluster and factor analysis, and multivariate regressions to maintain a recommended 30% market share of a \$500MM drug brand after a competitor's successful clinical trial

VA Palo Alto Health Care System, Palo Alto, CA

2009-2012

Cardiovascular Health Economics and Outcomes Research

Research Associate (2011-2012) | Research Assistant (2009-2011)

- Led day-to-day workstreams of 12 researchers, coaching team members, establishing processes, delegating roles and responsibilities, allocating expenditures, and managing relationships with industry executives and hospital administrators
 - Presented and co-authored 13 peer-reviewed papers, book chapters, and abstracts relating to cost-effectiveness, quality of care, and outcomes of treatments for heart rhythm disorders at national scientific conferences
 - Negotiated and increased value of research contracts by 130%; reduced data procurement costs by over \$50K
 - Wrote budget, resource plan, and justification of research aims for a \$600K+ research grant, which was scored at the 97th percentile and funded by the VA's Health Services Research and Development Service
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ADDITIONAL

- Computer Skills: Data Science (Tableau, Excel, SPSS, STATA, SAS, SQL); Graphics (Photoshop, Illustrator, InDesign)
- Community: Served as Board Co-Chair of San Francisco Adult Day Services, a nonprofit serving over 2,000 elderly adults
- Interests: Kayaking, tennis, urban gardening, cooking competitions, keeping up with my six nephews

PUBLICATIONS

COMMERCIAL WHITE PAPER

1. Backor K, **Hoang DD**, Rountree E. Assessing new product share: A study of the impact of anchoring and piping on physicians' expected product use. *Submitted to Evaluation & the Health Professions*.

PEER-REVIEWED JOURNAL ARTICLES

1. Yang F, Than CT, Ullal AJ, Kaiser D, Heidenreich PA, **Hoang DD**, Winkelmayr WC, Schmitt S, Frayne SM, Phibbs CS, Turakhia MP. Warfarin Utilization and Anticoagulation Control in Patients with Atrial Fibrillation and Chronic Kidney Disease. *Heart*, November 2016.
2. Turakhia MP, Ullal AJ, **Hoang DD**, Than CT, Miller JD, Friday KJ, Perez MV, Freeman JV, Wang PJ, Heidenreich PA. Feasibility of Extended Ambulatory ECG Monitoring to Identify Silent Atrial Fibrillation in High-Risk Patients: the Screening Study for Undiagnosed Atrial Fibrillation (STUDY-AF). *Clinical Cardiology*, May 2015.
3. Perino AC, **Hoang DD**, Holmes TH, Santangeli P, Heidenreich PA, Perez MV, Wang PJ, Turakhia MP. Association between Success Rate and Citation Count of Studies of Radiofrequency Catheter Ablation for Atrial Fibrillation: Possible Evidence of Citation Bias. *Circulation: Cardiovascular Quality and Outcomes*, September 2014.
4. Turakhia MP, Santangeli P, Winkelmayr WC, Xu X, Ullal AJ, Than CT, Schmitt S, Holmes T, Frayne SM, Phibbs CS, Yang F, **Hoang DD**, Ho PM, Heidenreich PA. Increased Mortality Associated with Digoxin in Contemporary Patients with Atrial Fibrillation: Findings from the TREAT-AF Study. *Journal of the American College of Cardiology*. August 2014.
5. Turakhia MP, **Hoang DD**, Zimetbaum P, Miller JD, Froelicher VF, Kumar UN, Xu X, Yang F, Heidenreich PA. Diagnostic Utility of a Novel Leadless Arrhythmia Monitoring Device. *American Journal of Cardiology*. August 2013.
6. Turakhia MP, **Hoang DD**, Xu X, Frayne SM, Schmitt S, Yang F, Phibbs C, Than CT, Wang PJ, Heidenreich P. Differences and trends in stroke prevention anticoagulation in primary care versus cardiology specialty management of new atrial fibrillation: the TREAT-AF study. *American Heart Journal*. January 2013.
7. **Hoang DD**, Gupta A, Karliner L, Tice J, Heidenreich P, Wang PJ, Turakhia MP. Ability of Microvolt T-Wave Alternans to Modify Pre-Test Risk of Ventricular Tachyarrhythmic Events: A Meta-Analysis. *American Heart Journal*. March 2012.
8. Solomon MD, Ullal A, **Hoang DD**, Freeman JV, Heidenreich P, Turakhia MP. Cost-Effectiveness of Pharmacologic and Invasive Therapies for Stroke Prophylaxis in Atrial Fibrillation. *Journal of Cardiovascular Medicine*. February 2012.

TEXTBOOK CHAPTER

1. Evans J, **Hoang DD**, Turakhia MP. *How to Ablate Typical and Reverse Typical Atrial Flutter. Hands-On Ablation: The Experts' Approach*. 1st/ed (January 2013).

WORKING PAPERS

1. Turakhia MP, Ullal AJ, **Hoang DD**, Perez MV, Freeman JV, Than CT, Heidenreich PA. Variation in Definitions, Prevalence, and Risk of Early Repolarization: A Meta-Analysis. *Submitted to Heart*.
2. Miller JD, **Hoang DD**, Perino AC, Azarbal F, Ullal AJ, Than CT, Heidenreich PA, Friday KJ, Turakhia MP. Atrial Fibrillation Detection and Health Care Utilization Outcomes Associated with 24-hour versus 14-day Ambulatory Electrocardiography Monitoring: A Pre-Post Implementation Study. *Submitted to American Journal of Cardiology*.