

AALIYAH EL-AMIN

SUMMARY

Healthcare & Strategy Executive with experience at Merck & Co., Booz & Company (now PwC), Morgan Stanley, Accenture and The City University of New York. Expertise in healthcare, financial services, education and nonprofits. Developed comprehensive communications and change management strategy for the \$5B US Vaccines business of a global pharma company to drive data and analytics customer experience transformation. Led strategic execution and change management for market access health system assessment framework rollout for Global \$1.3B diabetes and \$3.9B oncology franchises. BS in Mathematics, Spelman College. Bachelor of Industrial Engineering, Georgia Tech, dual degree. MBA, Kellogg School of Management. Business Excellence Certificate, Columbia University Business School. Certified Prosci Change Practitioner.

EXPERIENCE**MERCK & CO., INC.****North Wales, PA****Associate Director, US Strategy and Commercial Model Innovation, Change Management** **2023 - Present**

- Created MVP change measurement framework to quantify and visualize organizational readiness, change adoption and customer and business impact for US market transformation and other initiatives across (4) business units.
- Developed comprehensive communications and change management strategy for \$5B US Vaccines business to drive data and analytics customer experience transformation to field salesforce, brand marketing and senior leadership.
- Executed change strategy to support rollout of customer engagement capabilities to 500+ vaccines salesforce and the launch of in-market tests for data science enabled precision marketing for 5M+ consumers and 35K providers.
- Developed change management toolkit and facilitated (3-part) change management training series to upskill 25+ member Change Champion network to pilot and scale business transformation initiatives across the US market.
- Served as DEVELOP Facilitator, Team Teal External Agenda Co-Lead, Global LEAD Career Pillar Co-Chair, EBB Focus Group participant and Intern Mentor.

Associate Director, Global Market Access, Sustainable Access Solutions (Kenilworth, NJ) **2020 - 2023**

- Managed patient assistance digital platform feasibility assessment across (7) Asia Pacific markets and 5+ technology vendors to determine approach to deliver seamless user experience and to drive improved patient access.
- Led strategic execution and change management for health system assessment framework to optimize access and to facilitate partnerships in Latin America and Asia Pacific for Global \$1.3B diabetes and \$3.9B oncology franchises.
- Managed portions of Quick Win work streams for SVP, Head of Global Market Access to develop Dashboard and to identify initiatives across Global Pricing, Access Strategy and Affordability groups for \$300M department.
- Nominated for Executive Leadership Council Mid-Level Manager's Symposium and McKinsey Management Accelerator Program for high potential employees.

A.L.I. ADVISORS LLC**New York, NY****Managing Principal, Strategic Advisory Services****2008 – 2020**

- Managed call center operational assessment to identify \$10M in cost savings for three-year margin expansion goals for \$178B healthcare company that provided Medicare PBM services.
- Conducted HIV and HCV (Hepatitis C) point of care testing market assessment to support new product introductions for \$400M medical device subsidiary of an \$18B global technology conglomerate.
- Managed strategic planning process to determine organizational priorities and to target \$50K of operational improvements for a \$14M children's services organization and a \$3M music conservatory.

International Business Development

- Identified high potential \$50K to \$5M innovative startup technologies and nascent companies in Egypt, Kenya, Senegal and South Africa to recommend to US-based private investors.
- Spearheaded US business development for 30K member China-based expert network startup providing in-country meetings, industry insights and targeted industry surveys for investor clients with up to \$5B AUM.

Learning and Development

- Facilitated investment banking training at Morgan Stanley, Goldman Sachs, Barclays and Bank of America Merrill Lynch in Accounting, Financial Analysis and Modeling, Valuation and Deal Structuring.
- Taught courses on *International Business* and *Government Regulation and Executive Decision Making* as an Adjunct Economics Lecturer for the Colin Powell School for Leadership at the City University of New York.

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**BOOZ & COMPANY (renamed STRATEGY&, acquired by PwC)
Strategy Associate, Corporate Finance**New York, NY
2007 - 2008

- Designed business cases and market assessments, formulated recommendations using statistical analysis to reallocate \$100M of marketing spend and developed M&A growth strategy for healthcare and technology clients.

**LEERINK PARTNERS, LLC
Senior Associate, Specialty Pharmaceuticals Equity Research**New York, NY
2005 - 2006

- Assessed corporate strategy, competitive landscape and financial position for companies valued at \$40B with senior analyst. Wrote research reports, developed models and determined stock ratings for asset managers.

**MORGAN STANLEY
Senior Associate, Healthcare Distribution and Technology Equity Research**New York, NY
2002 - 2005

- Assessed corporate strategy, competitive landscape and financial position for companies valued at \$94B with senior analyst. Wrote research reports, developed models and determined stock ratings for asset managers.

**ACCENTURE
Senior Consultant, Business Process Consulting**Atlanta, GA
1996 - 2000

- Led teams of 6 to 10 consultants to assess business processes and to provide technical expertise for software systems development and upgrades for telecommunications, healthcare and consumer products clients.

EDUCATION**COLUMBIA BUSINESS SCHOOL, COLUMBIA UNIVERSITY
Certificate in Business Excellence (Strategy, Change Management and Digital Health)**New York, NY
September 2020**KELLOGG SCHOOL OF MANAGEMENT, NORTHWESTERN UNIVERSITY
MBA in Analytical Finance, Accounting, Management & Strategy**Evanston, IL
June 2002**GEORGIA INSTITUTE OF TECHNOLOGY
B.S. in Industrial Engineering, Highest Honors (NASA Fellow, dual degree program)**Atlanta, GA
June 1996**SPELMAN COLLEGE
B.S. in Mathematics, Magna Cum Laude**Atlanta, GA
May 1996

LEADERSHIP AND PROFESSIONAL DEVELOPMENT**Kellogg School of Management**

- Co-CEO, Board Member & VP, Professional Development, Kellogg Alumni Club of New York (2014 - 2018).
- Alumni Interviewer (2002 – Present). Member, Kellogg Inclusion Coalition Initiative.

Community Engagement

- Audit & Finance, American Association of University Women. Former Board Member, Foundation for Letters.
- Recording Secretary, Scholarship Committee & Life Member, National Alumnae Association of Spelman College.
- Coaching Partner & Leadership Coach, Braven Accelerator and Alumni College Recruiter, Spelman College.
- Council Member, New York Historical Society. Member, Women of Color in Pharma (Leadership Accelerator).
- Mentor, Big Brothers Big Sisters of NYC. Fundraiser, Team for Kids and Spelman College (Reunion Committee).
- Volunteer, Taproot Foundation, New York Cares, Dress for Success, Kellogg Corps (Dar es Salaam, Tanzania).

Professional Development

- Certifications, Prosci Change Practitioner and BoardLearn: Nonprofit Board Boot Camp (Cause Strategy Partners).
- Certificate, Nonprofit Board Leadership Institute at Seton Hall University.
- FastTrac GrowthVenture Entrepreneurship Program at the Levin Institute of the State University of New York.

Additional

- Completed Chicago and New York City (2x Finisher) Marathons and Five Boro New York City Bike Tour.
- Participated in Rock n' Roll Running Series: Brooklyn, Philadelphia and Washington, DC Half Marathons.
- Participated in New York Road Runners & NYCRUNS sponsored 10Ks and Half Marathons.