

**Barry Sagotsky
Magnolia Lane Consulting
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CAPABILITIES

I help people and organizations clearly define goals, clearly understand and define the current situation, and develop and execute appropriately detailed plans to best achieve the desired result, regardless of whether they initially thought it possible. This is done in an extremely time and cost-effective manner.

As a facilitator, coach, organizer and leader of teams and groups and as a manager, my skills span a great dynamic range, as the situation requires. I bring a sense of excitement, fun and involvement to groups. Even years later, people remember and apply the lessons learned in my sessions and workshops and from my coaching.

I have extensive experience in conflict resolution, both individually and organizationally. An excellent mediator, I am trusted by clients to look at situations objectively and to support them in getting the results they want.

ACCOMPLISHMENTS

I have been a successful consultant, facilitator, trainer, manager and coach for over 30 years. I am expert in a number of organization and employee development disciplines including Structural Consulting. I have managed as much as \$30 million in accounts and facilitated and led business planning for as much as \$3 billion with senior management groups. I have managed and been responsible for P&L of a global practice with over \$4.5 million in fees. I have worked on teams to design and implement systems for up to 70,000 employees. I have worked in organizations ranging from myself as sole proprietor to 20,000 employees.

Pharmaceutical clinical research – I have focused extensively on clinical trial effectiveness, including trial initiation and kickoff, investigator and site education and performance, recruitment, trial team effectiveness, lessons learned, contracting and managing outsourcing. I also have recent experience working with global drug safety processes and global organizations in areas of organization development, change management, education systems, and human resource design.

In Western and Eastern Europe and North America I worked with senior management teams to create country and region specific strategies linked to customer and market needs. I then continued work with those teams to better assure successful implementation of the agreed upon plans. I have also worked with most corporate functions including Marketing and Sales, QA/QC, Legal, Corporate Audit, Information Services, Clinical Research, Manufacturing, Engineering, Facilities, Human Resources and Business Development.

During my career, I created an internal strategic business planning function, a new managed care function, a new business focused on successful outsourced clinical drug development and a successful international training media distribution company. I championed and created a corporate diversity program including custom sex harassment training even though the corporation was at first neutral or unwilling to lend support.

I participated on a team of four to develop the Johnson & Johnson Credo Survey process.

I was one of a team of 55 consultants selected from over 3000 by Forum Corporation to train 18,300 senior Navy and Marine military and civilian managers for compliance with the Civil Service Reform Act of 1980.

I am included in the recently published book, "Learning Journeys", with 37 other experienced management consultants and leaders. I am also quoted in Robert Fritz's books Corporate Tides and Path of Least Resistance for Managers.

National presentations include: ASTD, DIA, AQP, NMHCC, and Pharmillennium. I have been on the curriculum committee for PERI. I have acted as advisor to the Journal of Biolaw and Business, Leadertalk program on PBS Business Channel, World Economic Development Congress and others. I founded and owned Sagotsky Multimedia, a leading distributor of training and development media for over 25 years.

Work History

Magnolia Lane Consulting Principal	May 2002- present
GCI Group New York, N.Y. SVP, Director, Global Patient Recruitment	July 2001 to May 2002
The Pacesetter Group, Princeton, N.J. Vice President	August 1998 to July 2001
Schering-Plough Pharmaceuticals, Kenilworth, N.J. Management Training	January 1990 to August 1998
Janssen Pharmaceutica, Piscataway, N.J. Managed Care Manager	May 1982 to December, 1989
Manager Organization Development	1988-89
Manager Recruiting and Development	1987-88
Manager Professional Development	1985-86
Sagotsky Multimedia Owner / Principal	1982-85
Princeton Communication Group General Manager	May 1973-May 1998
Applied Data Research Programmer / Analyst	June 1971 to May 1973
Princeton – Pennsylvania Accelerator Project Programmer	September 1969 to June 1971
New Brunswick Scientific Technician	January 1968 to August 1969
	September 1967 to January 1968

Selected Volunteer Experience

Eden Foundation
INROADS
Union County Long Range Planning Committee

Associations

DIA
ASTD
MENSA
Society of American Magicians

Education:

B.A. English Rutgers University, New Brunswick, N.J. 1967
MBA Rutgers University Newark, New Jersey 1990
Adjunct Faculty Rutgers Advanced Management Program 1975-76
Adjunct Faculty Rutgers Graduate School of Management 1990-91