



**SILVERLEAF**  
CONSULTING™  
INSPIRED TO FLOURISH™

## Leigh Ann Soltysiak, MS

Principal Consultant, Silverleaf Consulting, LLC

2006 Past-President, Healthcare Businesswomen's Association (HBA), Metro-Chapter



Phone: (908) 553-0554

Company Email: [Las@silverleafconsulting.net](mailto:Las@silverleafconsulting.net)

Web: [Silverleafconsulting.net](http://Silverleafconsulting.net)

Facebook: Silverleaf Consulting, LLC

Twitter: LeighAnnSoltysiak@lasoltysiak

Linked In: Leigh Ann Soltysiak

Blog: LeighAnnSoltysiak.net

### Major Achievements:

- Identified 'winning insights' & multiple new growth platforms for transformational medical device portfolio resulting in unprecedented resource commercial investment in support of short-term, mid-term & long-term opportunities
- Created global brand strategy including new brand name & novel value proposition for global product line in support of \$400M strategic forecast

### Skills & Expertise:

- **Broad-Based Healthcare Commercial & Sales Strategy**  
*Life sciences/Biotech/Medical Device*
- **Global Strategic Marketing (US, EU, LA, APAC)**
- **Pre-Commercial Development**  
*Front End Innovation Pipeline/New Product Planning*
- **Regional/US Brand Marketing**
- **Global Launch Excellence**
- **Cross-Functional Leadership**  
*(R&D, Pre-Clinical, Clinical Operations, Medical Affairs, Operations, Regulatory, Legal, Regional Partners, etc.)*

### Biography:

Leigh Ann Soltysiak is the Owner and Principal Consultant for Silverleaf Consulting™, LLC, a New Jersey-based strategy consulting firm that *inspires brands to flourish* by providing insightful strategy. Leigh Ann works with small-business, non-profit and large corporations across industries, including a specialty focus within global healthcare: *life sciences, biotech, medical device*.

Leigh Ann is a member of the PDDC Consulting Network, an exclusive consulting group rich in over 100 experts from the pharmaceutical, device, diagnostic and consumer sectors, previously from Johnson & Johnson (J&J). As a privileged member of the PDDC network, Silverleaf Consulting is able to offer clients a full-range of integrated services.

Specifically, Silverleaf Consulting is led under Leigh Ann's mission: *to provide meaningful, insightful strategy*. As her foundation, she works to mine insights in support of strong marketing practices, including all aspects of: Brand/Corporate Strategy; New Product Planning, Business Development and Commercial Innovation. In turn, brands are **Inspired to Flourish**.

Prior to Silverleaf, Leigh Ann has had an accomplished career, the majority of it spent at Johnson & Johnson, where she served the *biotech; medical device & pharma* sectors in a variety of strategy, marketing and sales leadership roles. Leigh Ann marketed several consumer-facing brands, including: PROCREDIT™; THERMACHOICE™; SPORANOX™; STRATAFIX™ and XARELTO™. She mastered her strategic prose

- **People/Sales Management**
- **Institutional, Specialty & Account Selling**
- **Sales Coaching & Training**
- **New Business Development/License & Acquisition/Co-Promotion**

during the experiences she gained across the complete facets of marketing, in areas such as: *specialty/institutional sales; sales management; brand management; global strategic marketing/portfolio management and front end innovation/pipeline.*

Leigh Ann earned her Masters of Science (MS) in Integrated Marketing from Northwestern University and a Masters in Science (BS) in Advertising from Syracuse University. She has been recognized as an industry leader, elected as the Healthcare Businesswomen's Association (HBA) President, Vice President and Director, Metro Chapter. She is also an award winning strategist, receiving multiple awards from Johnson & Johnson, including: Encore Awards for Strategic Planning, Launch and Organizational Excellence; the prestigious Vice President/Marketing Mastery Award for Strategic Innovation & Pipeline for her creation of a transformational brand platform; the J&J Standards of Leadership Award as a Global Strategic Marketing contributor; an Earthwards Award for Innovative Packaging contributions and numerous Sales Performance Awards, including the National President's Cup Award.

When it comes to strategy, Leigh Ann has the unique ability to uncover the winning insight, translate it into brand opportunities, strategic growth platforms or new products innovation. Whether a District Sales Manager to a 14 member specialty sales team, or a Strategy & Pipeline Director, Leigh Ann earned a reputation as an outstanding strategist with a passion to its discipline, right down to the execution.

Silverleaf Consulting™, LLC. Inspired to Flourish.™

A member of the PDDC Consulting Network,  
bringing cross functional expertise from Pharmaceutical, Device, Diagnostic and Consumer businesses.

