
PEGGY R. WHITE

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FOUNDER AND CEO

FOUNDER AND CEO OF OMG WOMEN OUTREACHING WOMEN | SPEAKER | BUSINESS CONSULTING

Highly committed, accomplished, and growth-oriented leader with strengths in finding and implementing process improvements to streamline business processes. Capitalizes on strengths as an initiative-taking leader utilizing strategic resources to develop training programs that continue to serve as blueprints for business executives, managers, and employees. Delivers quality onboarding experiences that facilitates positive morale and ongoing performance success. Recognized as a supportive resource, promoting accountability and idea-sharing for collaboration generating positive performance outcomes especially in sales. *Strengths include:*

- ✓ Business Growth & Development
- ✓ Staff Training & Development
- ✓ Career Counseling
- ✓ Client Collaboration & Leadership Skills
- ✓ Sales
- ✓ Operation Improvements

PROFESSIONAL EXPERIENCE

OMG Women Outreaching Women | Los Angeles, CA 2020-Present
Founder and CEO

Responsible for planning and the strategic direction of the organization. Public face of the OMG W.O.W. Liaison between the board of directors of OMG W.O.W. Write, produce, facilitate entrepreneur education and mentor program. Creates annual budget and reviews each financial report the board treasurer presents at board meetings. Develop and drive fundraising opportunities with donors, sponsors, and grantors. Works with board on key initiatives. Works with marketing director to develop marketing including social media, website, YouTube, and community network membership platform. Oversees the day-to-day operations of the nonprofit. Collaborate with other nonprofits and organizations to execute the nonprofits' mission and vision.

Highlighted Achievements:

Developed and facilitated cohorts in a masterclass "How to start a successful business" that provided education, mentorship, and strategies to over 40 cohorts to start or sustain a business.

- **Introduced consistent best practices through the Directors of Education to provide training and mentorship in the areas of Finance, Relationships, Entrepreneurship, Spirituality, and Health**
- **Recognized as catalyst in helping Black women narrow the equity gap.**
- **Served as mentor to five people** on career development and personal growth.

ELI LILLY AND COMPANY | Indianapolis, IN 2007-2021
Bio Meds Field Reimbursement Manager [FRM]

Educate healthcare providers on complex prior authorization requirements for insurers and patients in dermatology and rheumatology. Serve as key contact for reimbursement, coverage, and access-related matters. Collaborate with regional managed market teams, hubs, sales, and channel account managers. Maintain knowledge of Medicare Part A/B/C/D plans and state Medicaid plans. Work with office staff, specialty pharmacies, and access hubs to pull through open cases in provider access program.

Highlighted Achievements:

- **Guided healthcare providers** and sales representatives in strategies that enabled 82% of patients to receive medically necessary drugs.
 - Initiated and secured approval for consistent workflow process that allowed field reimbursement managers to work on each other's cases.
 - Increased productivity by approximately 60% and patients' access to medication by 10 days.

- **Introduced consistent best practices to capture and govern provider interactions** to ensure patient access, proactively and in manner that supported operational outcomes.
 - Communicated and addressed issues that impeded performance, including technology and processes.
- **Recognized as catalyst in helping customers** work through access processes to ensure patients received medications, supplying one-on-one support to address questions about coverage requirements.
- **Advised from first prescriber decisions** through access to support reimbursement journey through payer prior authorization to appeals / denials requirements procedures.
- **Served as mentor to five people** on career development and personal growth; added value as new hire guest trainer related to discovery and provider interactions.
- **Led team through “Make it Safe to Thrive”** collaboration exercise and advised team on diversity & inclusion [D&I] efforts. Contributed as part of panel to educate peers on D&I practices.
- **Received FRM Team Lilly award and FRM Director’s Council** in 2020; FRM Regional MVP and Pioneer award in 2019.

Interim Field Reimbursement Director [2020-2021]

Selected to assume interim leadership role with accountability for managing staff of five and leading during period of change. Fostered collaboration and communication as servant leader; integrated inclusive leadership style to inspire positive performance outcomes.

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Eli Lilly - Continued

Trainer - Field Reimbursement Manager [2015-2017]

Developed original FRM training and playbook supporting FRM team for oncology, Humatrope, and biomedicines. Facilitated new hire training for sixty people.

Bio Meds Executive Sales Representative [2011-2015]

Senior Sales Representative [2009-2010]; *Primary Care Sales Representative* [2007-2009]

Engaged with FRM team to facilitate exceptional customer experience outcomes. Delivered market access presentations at in-services and cultivated relationships with key opinion leaders [KOLs] to support advocacy and maintaining relevant network of decision-makers. Expanded business by using value-based strategic selling strategies.

Highlighted Achievements:

- **Sold Forteo for osteoporosis** and achieved #1 in sales, TRX growth, President's Council, 2013.
- **Recognized with Top 5% Sales award in 2010 and 2012;** Sales Performance Consistency award 2012; Sales Director's Council 2009 and 2011; and Sales Top 10% award in 2008, 2009, and 2011.
- **Demonstrated strong account management and closing skills,** territory key account planning, market knowledge, and competitive positioning.

Additional Experience:

Harte Hanks Publishing: Sales Manager [2004-2007]

Pitney Bowes: District Technical Sales Consultant [2003-2004]

Wells Fargo Bank: Assistant Vice President - Small Business [2001-2003]

EDUCATION & ADDITIONAL INFORMATION

INDIANA UNIVERSITY | Indianapolis, IN
Bachelor of Science in Marketing

Volunteer Efforts:

Founder, OMG W.O.W. [OMG WOMEN OUTREACHING WOMEN], 501c3 non-profit

Co-director, San Fernando Valley Jaguars, Student Athlete Mentor Program