



Jarrod Borkat  
119 Clagett Crossing Place  
Gaithersburg, MD 20878  
October 6, 2014

Gaithersburg City Council Members  
Gaithersburg City Council  
31 South Summit Avenue  
Gaithersburg, Maryland 20877-2038

SUBJECT: LETTER OF INTEREST FOR CITY COUNCIL VACANCY

Dear City Council:

I am writing to express my interest in being appointed for the vacant City Council seat. It is with great enthusiasm and conviction that I believe my skills and proven leadership will contribute to making the City of Gaithersburg one of the top 10 small cities in the U.S. to live in by 2020.

Why do I want to join the City Council? It's simple. I moved to Gaithersburg in 2010. My family and I immediately fell in love with the city and decided that we would like to raise our family here. For the first time in 15 years, we live in a city that we would like to think of as our permanent home for many years to come. It is because of this, and my desire to ensure that Gaithersburg remains a great place to live for future generations, that I am seeking this appointment.

My proven track record and experience make me an excellent candidate for this position. I am currently the Vice-Chairperson on the Board of Trustees for the KCA and have 15 years of professional experience, including strategic planning, business development, budget management, marketing and portfolio management. I am accustomed to representing the interests of the community, working with stakeholders to gain alignment on key issues and developing meaningful collaborations with senior executives throughout industry, government and academia. I have an MBA in marketing and finance, was an Ambassador for the Chamber of Commerce (Marietta, GA) and have led numerous community working groups. In addition, I recently agreed to participate in Montgomery County's Economic Strategy Advisory Group.

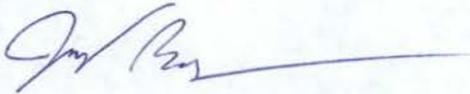
If appointed, I will immediately seek input from various stakeholders to define the key areas where my skills can be best leveraged and to define the steps necessary to make Gaithersburg one of the top 10 cities to live in. There are several areas that are of interest to me (see below). However, as I do not have a rigid agenda, and do have an open mind, I appreciate that these are likely to evolve as I get additional input from city employees, local business leaders and residents. My primary areas of interest are:

1. fostering economic development in part through the realization of the Gaithersburg and Kentlands Master Plans, as well as the redevelopment of Olde Towne – all while balancing this with the need to maintain an effective transportation infrastructure;
2. encouraging economic self-sufficiency and education for those in need, including instituting a “Junior City Council Member” program for an emerging community leader;
3. enhancing availability and ease of access to the best recreational facilities, programs and amenities to all residents in Gaithersburg; and
4. collaborating effectively with city, county and state government to help realize the vision of the City of Gaithersburg.

In summary, I have the skills, creativity, motivation and willingness to commit my time and energy to being an effective member of City Council.

I look forward to the opportunity to serve our community and the City of Gaithersburg. Thank you for your Consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Jarrod Borkat', with a long horizontal flourish extending to the right.

Jarrod Borkat

Jarrod Borkat  
119 Clagett Crossing Place  
Gaithersburg, MD 20878  
September 30, 2014

Gaithersburg City Council Members  
Gaithersburg City Council  
31 South Summit Avenue  
Gaithersburg, Maryland 20877-2038

**SUBJECT: Statement of priorities and vision, Gaithersburg City Council**

Dear City Council:

Below is my vision and my recommended top priorities for the City of Gaithersburg.

**Vision**

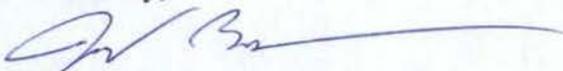
My vision is well aligned to the 13 points articulated in the City of Gaithersburg 2015 Strategic Plan. The two points I would add are:

1. Gaithersburg will be a city that is recognized as one of the top 10 small cities in the U.S. to live in by 2020. This is a powerful and bold ambition, one that will help us focus on the areas that could benefit from additional efforts and resources, while sustaining areas that are already strong (e.g., cultural diversity).
2. Gaithersburg will be a city that is recognized as having a diverse group of city and community leaders and volunteers. I believe there is an opportunity to increase the economic and cultural diversity in the group of individuals who are commonly seen and recognized for their involvement in the city and local communities.

**Top Priorities**

1. Strengthen the City's economic development efforts (new and re-development) in a sustainable manner
2. Encourage economic and educational self-sufficiency and education for those in need
3. Enhance availability and ease of access to the best recreational facilities, programs and amenities to all residents in Gaithersburg
4. Evolve discussions with county & state government to help realize the City's vision.

Sincerely,

  
Jarrod Borkat



## APPLICATION FOR COUNCIL MEMBER

To: Gaithersburg City Council  
c/o The City Attorney

I hereby request that you include my name for consideration for the office of Council Member

Please Print: Jarrold E. Borkat  
(Legal First, Middle Initial and Last Name. No nicknames or titles.)

### I DO HEREBY CERTIFY THE FOLLOWING:

1. My name is: Jarrold Eugene Borkat

2. I am a registered voter in the City of Gaithersburg.

3. I now reside at: 119 Clagett Crossing Pl. Gaithersburg, MD 20878  
(Address, City & Zip Code)

Home Telephone: N/A Business Telephone: 301-398-6417

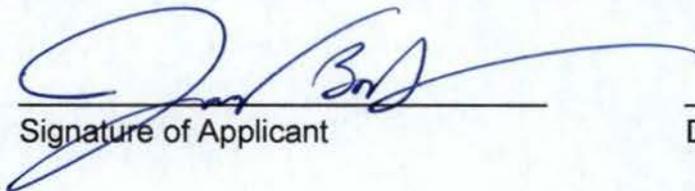
4. I have attached a Financial Disclosure Statement and a letter of interest detailing why I am interested in the position and my priorities for the City of Gaithersburg.

5. I consent to the public release of my name, this Application, Financial Disclosure Statement and letter of interest.

### I DO FURTHER CERTIFY:

1. I meet the qualifications for the above stated office, as set forth in Sections 4 of the City Charter.

2. I am not a candidate for any other elected office in the City of Gaithersburg.

  
Signature of Applicant

9/21/14  
Date of this Application

**THIS APPLICATION FOR COUNCIL MEMBER SHALL BE FILED AT THE OFFICE OF THE CITY ATTORNEY ON OR BEFORE 5:00 P.M. ON MONDAY, OCTOBER 6, 2014.**



**CITY OF GAITHERSBURG, MARYLAND  
FINANCIAL STATEMENT  
APPLICANTS FOR COUNCIL MEMBER**

NAME: Jarrold E. Borkat

ELECTED OFFICE SEEKING: City Council Member

This Financial Disclosure Statement covers the period of time from January 1, 2014 through October 6, 2014.

Please list the gifts\* exceeding Fifty Dollars (\$50.00) in value or a combination of transfers from any person or entity exceeding One Hundred Dollars (\$100.00) in value which you received. If you have **NOT** received any gifts, please print **NONE RECEIVED**.

Date Received	Name & Address Of Donor	Description of Gift	Approximate Retail Value (at time of receipt)
NONE RECEIVED			

I HEREBY CERTIFY that the above information which is provided in compliance with Chapter 7A of the City Code ("Ethics Code") is true and correct.

SIGNATURE:  DATE: 9/21/14

\*The term "gift" is defined in Chapter 7A of the City Code ("Ethics Code"), Sections 7A-1.3(c) and 7A-4(h) and does not include campaign contributions.



**CITY OF GAITHERSBURG, MARYLAND  
INTEREST OR EMPLOYMENT DISCLOSURE  
APPLICANTS FOR COUNCIL MEMBER**

NAME: Jarrold E. Borkat

ELECTED OFFICE SEEKING: City Council

This Interest or Employment Disclosure Statement must be filed by October 6, 2014.

I have the following interests that may create a conflict of interest under Chapter 7A of the City Code ("Ethics Code") Section 7A-4.

I am employed by MedImmune.

I am employed by:

MedImmune

I HEREBY CERTIFY that the above information which is provided in compliance with Chapter 7A of the City Code ("Ethics Code") is true and correct.

SIGNATURE:  DATE: 9/21/14

## BUSINESS DEVELOPMENT & COMMERCIAL LEADER

Extensive Expertise in

Strategic Planning and Execution • Decision Analysis • Risk Management • Commercial Forecasting  
R&D Reporting & Metrics • Brand Management • Global Marketing • KOL Management  
Product Positioning • Sales • P&L Management • Payer Markets • Budget Management

Senior R&D and commercial leader with documented year-after-year success in building high performing teams, effectively navigating new challenges, delivering results and exceeding management expectations. Extensive portfolio management experience, including portfolio prioritization, R&D goal setting, tracking & reporting, decision analysis and therapeutic area strategic support. Strong commercial and payer market expertise, including global franchise management, advocacy development, KOL management, launch experience, commercial forecasting and direct-to-consumer advertising. Managed global P&L for product franchises exceeding \$250M. Effective and accountable in high profile roles.

## SELECTED HIGHLIGHTS

- **Implemented robust prioritization process for R&D projects at MedImmune**, resulting in savings of over \$25M in external project spend in 2012.
- **Exceeded management expectations every year at MedImmune**, due to consistent delivery of business objectives and effective leadership of the Portfolio Management team.
- **Led MedImmune through exercise to identify acceleration opportunities within the portfolio**, resulting in accelerated programs for several Tier 1 and Tier 2 assets.
- **Led the global launch of a \$300M head-to-head clinical trial**, including development of a global campaign and launch in 35 countries, despite the trial not achieving the primary endpoint.
- **Awarded "Top 25 DTC Marketer of the Year"**. Launched first national DTC campaign for Boehringer Ingelheim, including convincing the global finance department to approve the purchase of a Super Bowl ad.

## PROFESSIONAL EXPERIENCE

**MEDIMMUNE, INC.**, GAITHERSBURG, MD

2010-current

BIOTECH DIVISION OF ASTRAZENECA, A GLOBAL RESEARCH-BASED BIOPHARMACEUTICAL COMPANY

### Senior Director & Global Head, Government, University & Non-Profit Collaborations

- Established post-doc program with Brazilian government to bring post-doctoral students to MedImmune
- Established 5-year \$7M collaboration with Johns Hopkins University
- Invited speaker and panel moderator at industry conferences, including AUTM and Life Sciences Summit
- Established 5-year \$6M collaboration with University of Maryland
- Work with government and universities to establish meaningful collaborations to advance the mission of MedImmune

### Senior Director, Portfolio Management

- Built highly effective Portfolio Management function to optimize value of MedImmune portfolio, manage portfolio risk and to enable improved decision-making across various levels of the organization
- Lead high-performing team in executing world class Portfolio Management activities (e.g. prioritization, R&D performance tracking, etc.)
- Support strategic planning efforts for overall development portfolio and annual strategic planning processes such as the iMed Business Plans and TA strategy refresh
- Led prioritization efforts of MedImmune portfolio, resulting in savings in excess of \$25M in 2012

- Provide executive level guidance regarding portfolio investment strategy and trade-off decisions, including support on selected BD deals (e.g. Amgen collaboration)
- Built Decision Analysis capability to help product teams deliver impactful, well-characterized investment cases, while ensuring consistency across investment decisions
- Provide "best-in-class" semi-annual portfolio reviews to assess delivery of portfolio against corporate goals

**BOEHRINGER INGELHEIM PHARMACEUTICALS, INC., RIDGEFIELD, CT**  
 AMONG THE WORLD'S 20 LEADING PHARMACEUTICAL COMPANIES WITH \$19B IN REVENUE

1999 - 2010

**Director Marketing, HIV**

2/09-8/10

- Optimized HIV portfolio through reduced investment and improved sales, resulting in a 7.7% improvement in profitability
- Stabilized sales of lead product in HIV franchise (Viramune®) after 2 years of continuous TRx decline
- Managed 2009 promotional budget of \$17.3 million, with less than 4% variance
- Collaborated with Medical Affairs to define 5-year clinical strategy and investment strategy
- Developed strategy, positioning and comprehensive launch plan for new formulation of Viramune®
- Selected as Marketing Lead and/or Chairperson on four high profile project teams – Sales Force Displacement Team, Information Technology Prioritization Team, Annual Marketing Retreat Committee and Annual Marketing Awards "Gala"

**International Team Leader, Stroke**

5/07-1/09

- Led global strategy development, message development, tactical planning, life cycle management and clinical development of stroke franchise (Actilyse® and Aggrenox®; combined sales of ~\$600 mil)
- Led development and implementation of worldwide strategy and rollout for landmark clinical trial (PROFESS®), resulting in an 8.4% growth in ex-US sales.
- Exceeded 2007 & 2008 sales goals for Actilyse® and Aggrenox® by 5.2% and 2.1%, respectively
- Led brand team through 3-week "Corporate Crisis" with Senior Executives, due to poor trial outcomes
- Rapidly changed brand and communication strategy based on a negative outcome for a mega-trial
- Instituted various new processes to enhance team performance, including forecasting process and launch readiness process. This resulted in improved forecasting accuracy and ensured an effective and timely launch of the PROFESS trial.

**Associate Director of Marketing, Consumer Marketing & Managed Markets, Flomax**

4/05-4/07

- Launched highly successful \$40 million direct-to-consumer (DTC) television & print campaign for Flomax, the first national DTC initiative at Boehringer Ingelheim. Campaign recognized by Jerry Seinfeld, Jay Leno, Clint Eastwood and Saturday Night Live
- Led large cross-functional team to ensure integrated launch of DTC campaign across multiple channels
- Developed relationship marketing strategy and tactical plan to support DTC campaign, setting the standard for future RM programs at Boehringer Ingelheim
- Developed and implemented pharmacy marketing strategy and tactics
- Led marketing research activities and ROI modeling/tracking for consumer marketing efforts
- Led managed care activities for Flomax brand team, including channel asset allocation, strategy development, contracting, pricing and consumer outreach initiatives

**Product Director, duloxetine for Stress Urinary Incontinence (SUI)**

8/04-3/05

- Led development of five-year business plan, annual marketing plan and sales forecast
- Co-led healthcare professional pre-launch sub team, comprised of 7 marketing individuals
- Prepared comprehensive launch readiness plan and analysis at 3 and 6 months prior to launch
- Co-led development of duloxetine marketing strategies, in collaboration with Eli Lilly counterpart
- Coordinated \$37 million budget for the duloxetine brand team in 2004, ensuring Corporate Finance needs and annual budgeting timelines were met (e.g. accruals)

**Product Manager, duloxetine and Mirapex**

1/03-8/04

- Developed product strategy, launch plan and creative campaign to market duloxetine to physicians
- Acted as competitive intelligence lead, ensuring timely dissemination of competitive intelligence to team
- Negotiated with Eli Lilly to determine launch budget and resource allocation for duloxetine
- Completed Boehringer Ingelheim's 10-week Management Development Program
- Provided marketing input (budget, targeting strategy and samples) for new product evaluation

**Associate Product Manager, Mirapex and Flomax**

5/01-12/02

- Co-chaired joint operating committee with Pharmacia counterpart (e.g. facilitated meeting, created agenda, developed presentations, etc.)
- Achieved gross sales of 20% above budget in 2001 for Mirapex brand (\$119.3MM)

**Pharmaceutical Sales Representative**

2/99-4/01

- First sales rep hired in Q1 1999 to become a "Certified Field Trainer" due to my strong performance in the field and classroom
- Received multiple awards for exceeding my sales goals, contributions to my district and for overall performance

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**EDUCATION**

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**MBA, Marketing & Finance**  
Kennesaw State University, Kennesaw, GA  
1998

**Bachelor of Science**  
University of Georgia, Athens, GA  
1995

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**Community Leadership**

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KCA Board of Trustees • KCF Board • Board of Code Compliance • E-Communications Working Group • Ambassador for Marietta Chamber of Commerce

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**HOBBIES/INTERESTS**

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Running marathons • Spending time with family • Traveling • Investing in Real Estate • Serving on the Board for my community