



Mike Boas

Commercial Growth & Transformation Executive

Helping Biotech & Pharma Leaders Navigate Commercialization, Growth, and Transformation

Mike Boas is a commercial growth and transformation executive with 30+ years of leadership experience across biotech and pharmaceutical organizations, including AstraZeneca.

His background spans commercialization, Medical Affairs, marketing, operations, launch readiness, and organizational transformation across U.S. and global markets. Mike is known for guiding leadership teams align quickly, accelerate decision-making, and move critical initiatives forward during periods of growth, change, and commercialization.

Location Exton, Pennsylvania

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30+ YEARS EXPERIENCE

Education

Pennsylvania State University — BS, Finance

MIT Sloan — AI & Business Strategy

Wharton — Medical Executive Leadership

Recognition

Industry Top 25 Marketer

AstraZeneca President's Award (2x)

Areas of Focus

- Commercial Growth Strategy
- Launch & Commercial Readiness
- Fractional CRO / Commercial Leadership
- Organizational Alignment & Transformation
- Investor & Commercial Narrative Development

Most Valuable When

- A biotech company is preparing for commercialization
- Leadership needs cross-functional alignment
- Commercial strategy must become investor-ready
- A launch, acquisition, or shift changes priorities
- Teams need acceleration, clarity, and execution

Selected Impact

\$8B+

Global Launch Leadership

Served as pre-commercial and global launch marketing leader for a diabetes brand that became an \$8B+ product in 2025.

\$300M+

Above Forecast Per Year

Delivered \$300M+ above forecast in consecutive years while leading U.S. marketing for a major gastrointestinal brand during a critical lifecycle phase.

500+

Team Members

Built and led U.S. sales organizations and cross-functional commercial teams at scale.

\$25B+

Global Portfolio Leadership

Led the scientific communications & medical information team across AstraZeneca's global biopharmaceutical portfolio (13 brands).

\$25M+

Operational Efficiencies

Generated through medical content transformation and global operating model optimization.

100x

Global HCP Growth

Scaled digital scientific engagement from 3K to 300K+ healthcare professionals across 14 countries while generating \$2M+ in annual efficiencies.

Career Highlights

Global & U.S. Executive Director, Medical Information & Communications- AstraZeneca

Directed global scientific communications and enterprise content transformation initiatives across AstraZeneca's biopharmaceutical portfolio.

Global & U.S. Executive Director, Marketing - AstraZeneca

Led U.S. and global marketing strategy, commercialization, and cross-functional execution for major pharmaceutical brands, aligning Marketing, Medical, Market Access, and Operations to drive growth, launches, and business performance.

Founder & Principal Advisor, BOAS Strategic Advisors

Advises biopharmaceutical organizations on commercialization, Medical Affairs transformation, organizational alignment, and operational execution.

Affiliations & Leadership

