Contact

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Top Skills

Positioning (Marketing)
Product Development
Investor Relations

Certifications

World Business Forum NYC 2023

James B. Keefe

Chief Commercial Officer - Private Alts | Building Teams. Scaling Ideas. Backing What Matters.
Sarasota, Florida, United States

Summary

I've been fortunate to build my career across multiple industries—from entertainment and media to pharmaceuticals, biotech, and now financial services—while always remaining, at my core, an investor and a student of people. I come from a small town, and that perspective has stayed with me. It's shaped how I see the world, how I approach relationships, and how I define success. Over time, I've had the opportunity to travel to more than 90 countries, which has only reinforced a simple belief: stay curious. About people, about ideas, and about what's possible. Along the way, I've learned that the most meaningful outcomes come from investing in others—building great teams, fostering strong cultures, and leading with a mindset of service. I believe in clear communication, authentic storytelling, and creating environments where people can grow, contribute, and enjoy the journey. At this stage of my life, my focus is simple: continue to grow, be of service, and invest in ideas and people that have the potential to make a lasting impact. We're all here for a short period of time—and I want to help leave things better than I found them.

Experience

Bequest Asset Management

Chief Commercial Officer - Private Alts
September 2022 - Present (4 years 3 months)
Sarasota, Florida, United States

• Co-founded the first private credit firm backed by real assets accessible to all investor types.
• Architected the firm's end-to-end capital raise framework, onboarding over 500+ investors and $45M in EUM.
• Pioneered a regulatory and product structure enabling broad public participation in private credit - displacing a longstanding access gap in alternative investments.

• Serve as cross-functional leader across investment committees, capital markets, investor relations, and product development - driving institutional grade operations and founder-led foundation.

United Therapeutics Corporation
Senior Product Management - Rare Disease
2019 - August 2022 (3 years)
Research Triangle, NC

Assisted the re-launch for ORENITRAM®, including new clinical data and label expansion within pulmonary arterial hypertension, achieving fastest year over year growth rates since launch.

SENTÉ®
Senior Marketing Director - Anti-Aging/Physician Dispensed
2018 - 2019 (1 year)
San Diego County, California, United States

Created and led marketing department formulation with 4 marketers, centered around product launch excellence, strategic marketing values and strong market to sales execution across professional and consumer channels resulting in 70% YOY growth and one of the fastest growing U.S. physician dispensed companies.

Allergan
2 years

Marketing Director - GLAUCOMA franchise
2017 - 2018 (1 year)
Orange County, California, United States

Defended product positioning by developing offensive and defensive strategies to further boost $700M franchise and solidify positioning upon new entrants to the category.

Marketing Director – RHOFADE® Medical Dermatology
2016 - 2018 (2 years)
Orange County, California, United States

Established brand vision, positioning, strategy and messaging resulting in 140% growth within first 6 months of launch. Coordinated across 14 functional teams, including medical, medical affairs, R&D, trade, manufacturing, managed care, sales, media, PR, regulatory, compliance, legal, training and operations to bring forward commercial strategy within new therapeutic area.

AstraZeneca

11 years

Marketing Leader - MOVANTIK® GI and Pain
2014 - 2016 (2 years)
Wilmington, Delaware USA

Led brand strategy across two manufactures, identifying insights and opportunities, developing drivers, communication objectives and detailed operational plans. Coordinated Super Bowl campaign delivering 1.2B impressions, 120M net reach and 35% lift in performance.

Project Lead – BRILIQUE® Cardiology
2014 - 2014 (less than a year)
London Area, United Kingdom

Directed EU markets design and execute an innovative Brilique Clinical Nurse Educator (CNE) program resulting in 30% increase over baseline in patients understanding of their OAP medication, 15% increase in taking their medication for a full year and 27% improvement in institutional nurses actively reviewing appropriate medication treatment regimen for patients with ACS.

Marketing Manager - BRILINTA® Cardiology
2013 - 2014 (1 year)
Wilmington, Delaware USA

Earned 2014 U.S. President's Award implementing brand life cycle management strategy and market events across all customer facing roles.

District Sales Manager - Medical Care Team
2008 - 2013 (5 years)
Denver, Colorado USA

Led top tier district portfolio performance in the nation for cardiovascular, respiratory and CNS therapeutic areas.

Field & Portfolio Promotions - Manage Markets
2007 - 2008 (1 year)
Wilmington, Delaware USA

Designed organizational wide pull-through optimization model and platform, from identifying key accounts to creation of promotional plans and tactics to measuring results to drive pull through performance. Earned Commercial Excellence Award in 2008. Introduced cross channel customer centric Commercial and Medicare Part D pull-through across the AZ enterprise. Earned Commercial Excellence Award in 2007.

Strategic Project Consultant – Medicare & Patient Assistance Strategy
2005 - 2007 (2 years)

Wilmington, Delaware USA

Headed Medicare media strategy across all channels driving 460M impressions resulting in 1M net reach and 300K engagements across 32 markets. Earned numerous awards such as the 2006 NCOA Arthur Fleming Award for leadership in public-private partnership, the Pepperpot award for Community Relations and Web Marketing Association's Standard of Excellence in Healthcare.

Thunderbird, Graduate School of Global Management

Global Program Manager

2004 - 2005 (1 year)

Phoenix AZ USA

Spearheaded global CRM process across 4 countries resulting in $55 million additional revenue, #1 international business ranking and 12-placement increase in overall MBA ranking.

Education

Thunderbird School of Global Management

MBA, International Management · (2002 - 2004)

University of Wisconsin - Madison

BBA, Marketing, Finance, International Business Specialization · (August 1993 - May 1997)