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Cumberland Pharmaceuticals Appoints New Senior Executive

Pharmaceutical veteran to lead Cumberland's Hospital Sales Force

NASHVILLE, Tenn., May 07, 2018 – Cumberland Pharmaceuticals – today announced the appointment of pharmaceutical industry veteran Chris Bitterman as Cumberland's Hospital Sales Director. His responsibilities will include overseeing Cumberland's veteran Hospital Sales division and working with that team to support their activities, objectives, and continued development.

Mr. Bitterman joins Cumberland with a distinguished career in acute care sales management spanning over 25 years in the pharmaceutical industry. He brings industry experience and a successful track record in leading hospital sales teams and building hospital brands.

Highlights include his role in building a national hospital sales organization for Daiichi Sankyo where he led an organization that grew to 170 representatives and 19 district managers. Working with co-promotion partner Eli Lilly, he helped build their Effient® product to over \$500 million in annual gross revenues.

Prior to his 8 years at Daiichi, Bitterman was Regional Sales Director at Sanofi Aventis, where responsibilities included sales training, account management training, and sales management. During his tenure, his region significantly contributed to the institutional sales of both the Plavix® and Lovenix® brands.

"It's a pleasure to welcome Chris to our hospital division," said A.J. Kazimi, Cumberland's Chief Executive Officer. "He brings a wealth of experience and skills that will enhance our support for hospitals and healthcare systems across the country."

Prior to joining Cumberland, Bitterman was appointed by Lupin Pharmaceuticals as National Sales Director to build their hospital specialty sales division. He earned his bachelor's and master's degree in business administration from Central Michigan University.