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## **Executive Profile**                      **MCM/Digital Strategy, Planning and Program Management**

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Creative, results-oriented behavioral marketer with 15 years of proven strategy, planning and management leadership. Extensive hands-on US/global pharmaceutical/OTC management experience with multiple audiences, including patient/caregiver, HCPs, payers and managed markets. Successful delivery of insight-driven UX/IA, content journey mapping, communication messaging, programmatic media, CRM, eMarketing, social engagement strategies and tactical plans to improve franchise/brand SOV, and increase multi-channel uptake and adherence.

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## **Areas of Expertise**

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- **Design**, management and analysis of semantic and sentiment research for segmentation, media planning, and message/content development of consumer and professional MCM programs to align brand promise to customer need
- **Develop** competitive landscape assessment and monitor trends to deliver short and long term marketing strategy, plans and tactics with clear ROI benchmarks for optimization
- **Orchestrate** strategy, planning, launch and partner optimization of Veeva CRM platform, creative messaging, SEO, SEM, display/traditional media, Web, content partners, call center and social media presence. Launch/manage sponsored global PR initiative: [www.advancedbreastcancercommunity.org](http://www.advancedbreastcancercommunity.org)
- **Deliver** innovative solutions with solid partner collaboration and team mentoring to create efficient ways to impact franchise/brand results with engaging user experiences

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## **Professional Experience**

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### **ENGAGEOLOGY CONSULTING: MCM/Digital Strategy/Management**                      8/2014 – Present

- Strategy, planning and management to global/US pharmaceutical, OTC and CPG agencies/brands for landscape assessments, VOC research, traditional/digital media planning, and MCM strategy, planning and management; to optimize branded customer nurturing among HCPs, Patient/Caregivers, Managed Markets and Advocates. *Therapeutic areas: diabetes, epilepsy, IBS, oncology, PD, and women's health. Assignments with Indegene and The Smart Cube.*

### **NOVARTIS ONCOLOGY: Senior Digital Strategist**                      12/2012 – 8/2014

- Principal strategist and project owner for MCM/digital strategy and services on Afinitor (onsite via FTE Liquid Hub). Channel agnostic (Web/Social, Mobile, DM, Call Center) CRM launch and oversight for patient/caregiver and healthcare professional audience engagements.
- Collaboration with brand teams, commercial operations, data analytics, public relations (US and global) and agency partners to foster patient/professional awareness, activation, and adherence throughout the treatment journey.
- **Launch CRM and sponsored global communications program, build and grow segmented multi-audience database. Hands-on project owner through the MLR process.**

### **GSW WORLDWIDE: MCM/Digital Strategy Consultant**                      6/2012 – 12/2012

- Assignments focused on HCP and DTC market research insight mining (IDIs, qual and quant from study design and recruitment, to moderator and analysis) to develop short and long term "win" MCM programs that support effective online disease communities for information, education and interactive engagement between health professionals, patients and caregivers. *Therapeutic areas: dermatology, diabetes, DVT, epilepsy, PD and women's health.*

### **BIOCENTRIC: MCM/Digital Strategy, Planning and Management**                      9/2011-6/2012

- MCM/digital lead strategist at medical communications firm focused on HCP evidence-based education and integration of treatment team patient support programs.
- **Strategy and management for multiple client programs including GSK Vaccines franchise eLearning (HCP and Reps), and Novartis iPad Oncology Nurse Educator programs for renal failure monitoring. Integration of virtual touchpoints with live events for corporate communications.**
- *Therapeutic areas: diabetes, oncology, respiratory and vaccines.*

**BIG COMMUNICATIONS (NOW MEREDITH): VP, Digital/CRM Strategy** 10/2010 – 8/2011

- Behavioral marketing strategist/manager effectively supporting 8 US new business development managers for multi-channel CRM, focused on digital and social marketing programs.
- **Develop and implement analytic models for CRM programs for DTC and HCP for smart device application interactions including IA planning, and implementation. Allergan Brilliant Distinctions CRM program focus.**
- *Therapeutic areas: dermatology, diabetes, oncology and respiratory.*

**DRAFTFCB HEALTHCARE: SVP, Strategic Planning and Digital Strategy** 1/2009 – 10/2010

- **100%+ growth of multiple divisions within Draftfcb Healthcare for CRM/digital strategy and hands-on tactical plans including ProHealth, Mosaic, Area 23, RatedRx and Connectech.**
- Lead strategist servicing over 20 brands (pre-launch, launch and post-launch) for DTC and HCP new business development and booked business planning. **Management of P&L, and 12 direct personnel including researchers, IAs, eMedia planners, PMs, data analysts and SMEs.**
- Provide HCP digital POVs, IA strategy, eLandscapes, eGuidance programs, and sponsored Web based medical education programs including virtual round tables, eDetailing, and eTraining programs.
- Web based insight mining initiatives to determine education and awareness gaps among Oncologists, Immunologists, Neurologists, and Infusion Nurses.
- Hands-on delivery of multiple CRM brand plans for medical education and patient support programs at BMS and Pfizer that included DRTV, Web/Mobile display and social media programs.
- Responsible for strategic recommendations for key brands driving patient acquisition within Pfizer Established Products and delivering 12 annual brand plans together with Brand Directors.

**SCIENCEFIRST: Senior Account Director** 5/2008 – 12/2008  
**2008 Pinnacle Award Winner for Management and Leadership Excellence**

- **Senior management of all aspects of medical communications program strategy and execution (CME and non-CME) with a focus on digital throughout the compound development continuum (US and Global) from inception to completion.**
- Manage and collaborate with support account and project managers, physicians, medical writers, editors, traffic, studio personnel and other professionals to meet client medical education needs and project deliverables. Conceive and launch digital services practice for the company.
- Branded and unbranded programs, and therapeutic area focus included CNS, Immunology, Oncology, Anticoagulation therapy and multiple rare disorder compound development.

**EURO RSCG LIFE X2: Digital Strategy Consultant** 6/2007 – 5/2008

- **Digital strategy consultant for existing clients and new business with a 50% win rate.**
- Focus on behavioral-based CRM branded and unbranded programs for launch and post launch.
- **Manage P&L budgets** and freelance researchers, medical writers and technical project managers.
- Sanofi-aventis global Web audit and multi-country BUI guidelines development.

**FERRARA & COMPANY: VP, Interactive Services** 5/2004 – 5/2007

- Hands-on senior management member with **P&L responsibility for the Interactive division servicing Rx equipment, OTC and CPG clients. Supervised and mentored four (growing to 12) direct reports across all group functional areas including IT, PM, AM and creative services.**
- Responsible for the development and management of all marketing plans focused on DRTV and eMail driving customer interactions, acquisition and retention.
- Lead strategist for multiple client market research initiatives for consumer insight mining to create effective CRM programs.

- CADIENT GROUP: Senior Digital Marketing Strategist** 12/2003 – 5/2004
- Responsible for leading DTC/HCP client account teams and new business development opportunities with innovative marketing strategy and tactical plans for a venture capital funded ePharmaceutical promotional marketing agency serving top-tier pharmaceutical companies.
  - **Architect of new ROI evaluation processes to sell-through CRM/eMarketing acquisition and patient compliance programs** including *Novartis Oncology and Novartis CNS Franchise*.

- HARTE-HANKS: VP, Digital Strategic Planning** 2/2003 – 12/2003
- Responsible for DTC CRM and eMarketing strategic planning on 8 key health science accounts, and serviced 12 new business development account managers nationwide with channel-integrated eMarketing proposals for the pharmaceutical and automotive industry practice verticals.
  - **Managed key account plans to grow business, maintain AOR status at key accounts, and successfully lead new business pitches.** Participated in Senior Management Council contributing to processes effectively tracking project profitability and identify ongoing process improvements.
  - *Clients included Pfizer Celebrex and Women’s Health, Genentech, Teva Neuroscience and Ford.*

- SIMSTAR INTERNET SOLUTIONS: Director, Account Management** 2/2002 – 2/2003
- Leadership role in the management and implementation of DTC/HCP digital strategies and tactical plans for multiple pharmaceutical clients at 100% ePharma Agency.
  - **Responsible for setting ROI focused marketing strategy direction and providing leadership in evaluating and managing eSolutions initiatives to meet client business objectives.**
  - Mentoring of two direct report Account Managers. Management of client budget allocations.
  - *Clients included Bayer Anti-infective Group, Novartis Famvir, and Novartis Oncology.*

- DVC WORLDWIDE: VP/e-Solutions Marketing** 7/2000 – 2/2002
- Served as lead digital marketing strategist and eSolutions new business development lead for pharmaceuticals, OTCs and CPGs with a focus on behavioral marketing driving technology solutions for DVC ActiveCare, DVC Interactive and DVC Communications divisions.
  - **Grew eSolutions group revenue over 30%.**
  - **P&L ownership of consumer CRM programs within DVC Healthcare division.**
  - *Pharmaceutical clients included Pharmacia Oncology, Schering Plough Oncology, and GSK’s Nico. Products and Pfizer Women’s Health.*

**Education**

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- 1993** **MBA, International Business (Concentration in International Finance)**  
*Zicklin School of Business, Baruch College, CUNY, NYC, NY*  
**BA, Communications, cum laude**  
*Seton Hall University, South Orange, NJ*
- 1994-2002** **Part-time Certified Adjunct Professor – Marketing Department**  
*The Fashion Institute of Technology, SUNY, NYC, NY*  
Courses included: Marketing Strategy and Planning, Market Research, International Business and eCommerce Marketing
- 2004** **ePharma Summit Workshop Leader**  
Developed and conducted workshop focused on eMarketing ROI measurement strategies (Senior Digital Marketing Strategist @ Cadient)
- 2012-2014** **Information Architecture Institute**  
AIIIM training: Enterprise content management, eMail management
- 2013-2014** **Pharmaceutical Commercial Operations Training**  
(Senior Digital Strategist @ Novartis Oncology/Liquid Hub)

## **References**

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References available upon request: President/CEO level direct supervisors and clients over 10+ years