

PROFESSIONAL SUMMARY

Global Marketing Executive with multi-faceted experience leading international marketing strategies, product management, and business development. Expert in data analytics, strategic planning, and cross-functional team leadership, driving significant market expansion. Adept at translating data into actionable insights, executing product launches, and fostering customer engagement to achieve multi-million-dollar growth.

EMPLOYMENT HISTORY

OCT 2023 - PRESENT

Global Product Manager, Burn Mgt. & Hypothermia products, Safeguard Medical

- Performed global product rationalization of >250 SKUs, in less than 9 months, to promote and meet company objectives for revenue, GM growth, and product attrition.
- Developed 10+ SOPs, processes, and procedures for product rationalization, marketing material creation, and successful FDA and ISO audits resulting in alignment across the organization.
- Partnered with FedGov, Public Safety, Hospital, and clinic market segments, gaining insight for upsell opportunities.
- Assisted RA/QA in building a new QMS system to incorporate 7 new acquisitions, allowing teams to close deals faster within other countries, increasing sales close rate by 15%+.
- Engineered new COGS and pricing procedures globally, eliminating artificial low-margin issues and fostering sustainable financial growth.
- Catalyzed substantial revenue growth in burn management by 15% in 8 months and hypothermia treatment by 35% through strategic market positioning and product optimization.
- Orchestrated seamless integration of 2 acquisitions, aligning diverse teams and processes to enhance Safeguard Medical's global market presence.
- Developed and executed comprehensive marketing strategy for 4 junior product managers, fostering next-generation leadership in medical product management.

APR 2022 - AUG 2023

Product Manager, Autoimmune & Infectious Disease, Sebia

- Leveraged quantitative high attention to detail and analytical skills to propose assay menus, production plans, forecasts, equipment and reagent pricing, FDA clearance timelines, raw material & mfg., and financial projections for a new ELISA platform which increased customer acquisition by 25%+.
- Built cooperative relationships with business partners, executing presentations on all marketing and sales metrics, while facilitating quarterly business review meetings to improve transparency.
- Spearheaded development of business plans for medical device innovation, creating KPIs and processes that led to 5 early adopters and >\$250K revenue.
- Managed integration of two acquisitions, leading autoimmune disease training for 21 team members from newly acquired sales forces from Orgentec and Zeus Scientific.

OCT 2020 - APR 2022

Global Marketing Manager, Baebies

- Deployed communication skills to build cooperative relationships with business partners, execute presentations on all marketing and sales metrics, and facilitate quarterly business review meetings.
- Supported and directed sales and marketing interface, content creation, voice of customer (VOC), and technical support, driving a large number of early adopters.
- Spearheaded global market expansion and brand development, establishing distribution networks across Europe, the Middle East, Southeast Asia, China, Australia, Latin America, and Canada, resulting in \$1.2M revenue growth in 12 months.
- Fostered cross-functional teamwork, leading and mentoring a diverse group of 10 professionals in developing comprehensive marketing strategies.
- Conducted in-depth market analyses, presenting key metrics and insights during quarterly business reviews to drive data-informed decision-making.
- Pioneered customer-centric factory training program, integrating pre-test, hands-on instruction, and post-test evaluations to enhance product knowledge.

JUL 2019 - OCT 2020

Digital Marketing Manager, SFI Solutions

- Promoted continuous improvement and change management by deploying performance-driven digital marketing methodologies to amplify customer acquisition through customer feedback and increased customer retention by more than 15%.
- Spearheaded digital marketing initiatives, implementing cutting-edge strategies that boosted market share by 15%+ and sales closing rates by 35%+.
- Leveraged data-driven insights to refine customer acquisition strategies, resulting in measurable increases in customer retention and lifetime value.
- Pioneered performance-driven digital marketing methodologies, revolutionizing customer engagement and fostering long-term brand loyalty.

FEB 2018 - SEP 2019

Global Product Manager, ZEUS Scientific

- Spearheaded product marketing and strategy development, guiding, and executing strategic marketing plans that generated a 20% increase in business revenue and a 10%+ increase in market share.
- Monitored (as an effective writer) digital and inbound marketing content, including targeted drip campaigns.
- Created winning marketing plans for multiple channels, including pediatrics, neonatology, oncology, and neurology, resulting in a 15% increase in overall traffic and a 30% increase in conversion.
- Orchestrated cross-functional collaboration to launch new products, aligning engineering, R&D, sales, and other departments for seamless market introduction.
- Pioneered strategic marketing plans for diverse medical fields, adapting approaches to unique market demands and driving measurable business growth.

SEP 2014 - APR 2017

Marketing Manager, EUROIMMUN US

- Influential in constructing marketing, sales, customer service, quality, regulatory, human resources (HR), field service, research, development (R&D), and technical support departments for the United States subsidiary resulting in mall distributorship of 175K in year 1 to global leader of \$4.2M in year 2.
- Spearheaded development of key departments, driving 5% market share growth and elevating the company to #3 globally in autoimmune diagnostics.
- Led project management for customer-facing initiatives, implementing best practices in marketing and sales training across multiple channels.

JAN 2006 - DEC 2012

Principal - Regulatory Management Consultant, Creative Concepts LLC

- Provided Regulatory compliance, OSHA compliance, and business management consultancy for clinical labs, hospitals, and FQHC (federally qualified health centers).
- Partnered with many large prestigious customers including: Ithaca College, Rutgers Univ., Mt. Sinai Medical Center (NYC), Johns Hopkins Univ. Medical Center (MD), Columbia Presbyterian (NYC), MAYO labs (MN), LabCorp (NC), Quest (NJ).
- Led regulatory compliance initiatives for prestigious healthcare institutions, ensuring adherence to OSHA, JCAHO, CLIA, and FDA standards.
- Developed high-impact compliance training programs for medical professionals, revolutionizing regulatory education in healthcare settings.
- Optimized workflow dynamics, generating annual savings exceeding \$500K for clients through strategic process improvements and efficiency enhancements.
- Orchestrated lab setups, consolidations, and expansions, fostering seamless transitions and operational excellence across diverse healthcare facilities.

EDUCATION

Bachelor of Science (BS) in Healthcare Administration, University of Phoenix

Associate of Science (AS) in Medical Technology, Felician University

SKILLS

Product Road Mapping, Distribution Management, Demand Generation, Lead Generation, Strategic Planning, Data Analysis, Product Development, Tradeshow Management, Market Research, Power-BI, D365, Tableau, Customer Engagement, Vendor Relations, Product Launch, Partner Relations, Market Segmentation