

Patient-centric Strategic Leader and Brand Specialist

Dynamic, experienced, and proactive strategist adept in uncovering actionable insights, creating and executing business plans, crafting omnichannel/digital tactics for branded and unbranded initiatives, and driving decision-making at and with the executive level for top- and bottom-line results. Multi-million-dollar financial accountability. Skilled in creating successful teams, building and reinforcing stakeholder relationships, making critical decisions in evolving environments, and designing customer experiences that delight. Experience with 30+ brands across Oncology, Rare & Specialty, Primary Care and all lifecycle stages. Outcomes-focused direct and indirect leadership. Capable with continuous improvement initiatives, experience design, best practice sharing and Microsoft Office.

Selected Highlights:

- **Ideation** – Creative, fascinated by ideas, consistently looking at issues from varied perspectives. Ability to discern patterns, issues, and connections, even between seemingly disparate factors and trends to drive differentiating value and innovation.
- **Experiential Mindset** – Responsive to the needs of internal and external customers and patients, inclusive by nature. Change agent expert in diving deep for critical insights that translate into implementable, superb stakeholder experiences.
- **Individualization** – Leverages the qualities of each stakeholder and engages them equitably to align around a shared vision and facilitate productive and successful collaborations within teams.

Key Competencies

Strategic Brand Development
Market Analysis & Development
Cross-Functional Team Leadership

Stakeholder Engagement & Activation
Global Partnership Development
Training & Mentoring

Patient- and Customer-Centricity
Communication & Presentation Skills
Multi-Cultural Competency & Humility

Languages: English (Excellent Spoken & Written), French (Good Spoken & Average Written), Spanish (Good Spoken)

Recent Professional Experience

NOVARTIS PHARMACEUTICALS

PSP Lead, Strategy & Operations, Oncology

Dorval, QC

April 2020 – December 2022

Led and coached a team through crisis management and two transitions of 3 major PSPs comprising 14 medications to one scalable, operational platform impervious to brand life cycles. Managed stakeholder expectations and messaging through transitions.

- Received an Operational Excellence Award for working cross-departmentally to create value for PSP customers.
- Boosted patient self-efficiency and generated internal patient advocacy by initiating a strategic overhaul and evolving vision.
- Served as an advisor to Global Partnership Development, leading to the creation of a new, branded and unbranded partnership model.
- Key driver in the development of a patient-centric, data-driven, and evidence-based program. Provided guidance to facilitate the collection of high-impact actionable insights that would shape the strategic direction of the program.

Brand Lead

Reinvigorated brand strategy and operations, driving growth projections. Exposed undiscovered patient and HCP insights, changing the potential brand strategy and digital tactical priorities.

- Over 20 months, boosted patient duration of therapy by 37 days for promoted indication, and patient retention from 45% to 69% and 62% respectively.
- Efforts in the largest market.
- Recruited by Global to work on a campaign to share best practices and to elevate shared decision making and patient voice.

CDM MONTREAL

Account Director

Montreal, QC

June 2016 – January 2018

Managed, proposed, and executed new business opportunities to enhance their performance and pitch for potential new accounts. Delivered strategic support for pharmaceutical clients across Rheumatology, Nephrology, Neurology, and Respiratory for branded and unbranded campaigns. Oversaw profitability, forecasting, and new business while supporting team members.

- Managed client challenges and provided strategic insights and recommendations to improve client performance and profitability.
- Received the Substance Award, one of CDM's four peer-nominated value awards, reflective of work completed to "dig deep" when assessing client situations and to uncover actionable truths.

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my Resume by email or

LinkedIn!