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**FCB Health New York**

EVP, Group Management Director  
SVP, Management Director

New York, New York  
2018 - Present

- Lead a book of Novartis business for the MS portfolio (GILENYA, KESIMPTA, and MAYZENT), ZOLGENSMA (SMA), and iscalimab (renal transplant) across Global and US, HCP, and DTC audiences including social media and patient support services
- Mentor, develop, and unify 25+ account team members with weekly newsletters, monthly quizzes, and cross-brand opportunities
- Grew book of business from \$6 million to \$36 million in annual fees via organic growth and successful pitches
- Developed account management best practices training and serve on advisory board for The Residency, a novel boot camp for understanding pharma advertising

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**21Grams**

SVP, Account Director

New York, New York  
2017 - 2018

- Led the account team and served as strategic lead for Genentech's HEMLIBRA (hemophilia A), with an annual budget of \$8+ million
- Responsible for HCP strategy including successful launch of initial breakthrough status indication with a fast-follow, broader indication that exceeded industry forecast by 164%
- Identified opportunities for organic growth by more than 100% year over year and secured \$3+ million in pitch new business
- Member of the 21GRAMS leadership team, shaping agency culture and growth

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**GSW Advertising**

SVP, Account Director  
VP, Account Director

New York, New York  
2016 - 2017

- Led the US HCP team for Amgen's REPATHA - including print and digital work, managing \$10 million annual budget (agency's largest account)
- Responsible for 300% organic account growth over 15 months, with REPATHA sales increasing more than 122% year over year
- Served as sole brand strategist and managed an account team of 14
- Identified and led strategic, new business efforts, securing AOR status for Alexion's STRENSIQ HCP & DTC Global and US teams
- Member of senior leadership team

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**Publicis LifeBrands Medicus** (now Saatchi & Saatchi Wellness)

Account Director

New York, New York  
2015 - 2016

- Agency lead for AbbVie's DUOPA DTC team and SYNTHROID DTC/HCP team for a combined \$5 million annual budget
- Responsible for growing annual budgets by 30% year over year leading tactical planning efforts for both brands
- Hired specifically to help grow the agency's consumer/DTC footprint

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**AbelsonTaylor**

Account Supervisor

Chicago, Illinois  
2014 - 2015

- Key client contact for Amgen's ENBREL dermatology and rheumatology HCP teams, managing a team of 4 and a combined annual \$5 million budget
- Led the integrated DTC/HCP launch of a novel autoinjector
- Led the development of Amgen Dermatology Franchise campaign, working with senior client leadership across ENBREL, brodalumab, and biosimilars teams

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**SapientNitro**

Account Supervisor

Chicago, Illinois  
2013 - 2014

- Key client contact for digital work for Abbott, managing a \$15 million annual budget
- Oversaw Abbott's global digital portfolio - including rollout of 45 corporate websites (responsive design, platform/tech stack migration)
- Served as SapientNitro's Abbott brand champion developing framework and coordinating global brand efforts across four international markets to ensure consistency and overall alignment

**Bradley & Montgomery Advertising**

Account Manager

Indianapolis, Indiana

2012 - 2013

- Agency lead on six lines of Microsoft business including OneDrive (formerly SkyDrive,) Outlook.com, Windows, Exchange, Openness, and Research
- Transformed OneDrive relationship from a single \$40k project to digital AOR with annual budget of more than \$2 million
- Led award-winning OneDrive US product launch campaign, garnering more than 2 million YouTube views and 60,000 new users in 3 weeks
- Grew portfolio billings 500% year over year

**Bohlsen Group**

Senior Account Manager

Indianapolis, Indiana

2010 - 2012

- Third employee of start-up agency - leading growth of 35 employees in 18 months
- Led award-winning high-level strategy for non-profit, corporate, and retail clients
- Mentored team of 12 account executives and publicists on strategy and client relations best-practices
- Developed and managed nationally recognized internship program

**Interactive Intelligence** (now Genesys)

Marketing Specialist

Indianapolis, Indiana

2009 - 2010

- Managed brand promotions including official rules, materials, promotion vehicles, registrations, judges, prizes, and results
- Strategic lead and assisted in graphic design of various deliverables including corporate collateral, advertorials, case studies, insight materials, e-newsletters, and websites
- Led strategy and assisted on various copywriting projects including, corporate collateral, website content, e-newsletter content, and trade show demo scripts
- Selected member of the six-person conference team, which planned three annual conferences with more than 5,000 attendees

**NuOrbit Media, Inc.**

Account Manager

Indianapolis, Indiana

2008 - 2009

- Created award-winning digital strategy for clients such as Cap'n Crunch, Rice-a-Roni, Pasta Roni, and Shure Electronics
- Developed strategy, content and provided copy for web, marketing collateral, and various public relations materials
- Drove the positioning and strategy of NuOrbit Media services and solutions

## AWARDS

## Microsoft OneDrive (formerly SkyDrive)

"Group Scheduling" 2014 Indianapolis ADDY, Gold

"Issues" 2014 Indianapolis ADDY, Silver

## IAAAA (SMP)

2011 Pinnacle Award, External Communication

## Cap'n Crunch Cereal Website

2010 Communicator Awards Award of Distinction

2009 WebAward for Outstanding Achievement in Website Development

2009 W3 Silver Award for Food &amp; Beverage Website

## Eiteljorg Fellowship Website

2010 Communicator Awards Award of Excellence

2010 IAC Best Art Website Award

2009 W3 Silver Award for Art Website

2009 W3 Silver Award for Best Visual Appeal

2009 Silver Davey Award for Website Design

## EDUCATION

Western Kentucky University  
Bowling Green, KentuckyMajor: Advertising / Public Relations  
Minor: Theatre

## ACTIVITIES AND INTERESTS

- Directed and performed in more than 50 theatrical productions throughout the Midwest
- Freelance voiceover work - singing and character voices
- Proud papa of raven-haired lady pug, Barbara