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**BUSINESS STRATEGY • MARKETING • ANALYTICS • STRATEGIC PLANNING • EXPERIENCE DESIGN**

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- Over 15 years of experience in consultatively fast-paced **customized service and solution design**, with specialized focus on **success definition** and **marketing strategy**. Consistent focus on **Human-Centered Design** (HCD) and true research-founded **Experience Design** (XD) while ensuring extraordinary multichannel end-customer experiences.
- **Extensive management leadership** experience: multi-functional teams, coordinating departments, client stakeholders, partner agencies, vendors and individuals to meet organizational goals.
- Extensive **B2B & B2C** experience in Healthcare, Life Sciences, Automotive, Technology, and Financial

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**SPECIALTIES**

Strategic & tactical business planning • Custom solution design & development • Brand development  
Business Intelligence analytics development, interpretation and visualization • Experience consulting

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**EMPLOYMENT HISTORY**

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**Vice President, Group Director / Strategy & Analytics**

March **2016**-June **2017**

*Digitas Health, a Publicis Health company  
Full Service Creative Brand Agency*

- Provide market-specific strategy, development of success definition and analytic-driven measurement plans for all channels, for both HCP and patient audience touchpoints and communications for accounts totaling \$50MM in agency revenue.
- Consult and provide data-driven business strategy, go-to-market (GTM) plans, and audience propensity modeling, to drive to co-authored business objectives.
- Information Design lead of analytics reports & real-time performance insight dashboards (Tableau and/or Microsoft PowerBI) and the art of performance information story-telling

*Clients supported:* Gilead Sciences, AbbVie Oncology, AbbVie Metabolic, Abbott Vascular

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**Vice President of Strategy / Design & Planning**

June **2014**-March **2016**

*Harte Hanks  
Full Service Customer Engagement Agency*

- Provide market-specific strategy and planning consultation for clients directly engaging customers across multiple channels, including email, direct mail, IVR/call center, online advertising & in-store
- Develop lead nurturing and CRM program methodologies with go-to-market plans and pro-forma
- Provide consultation on Sales Force Automation (SFA), Customer Relationship Management (CRM), Content Management System (CMS), Marketing Automation (MA), Data Management Platform (DMP) and Point of Sale (POS) system selection, integration, and optimization

*Clients supported:* Auxillium, Eli Lilly, Alcon, Horizon BCBS, BBVA Compass, Merrill Lynch, Bank of America, Platts Financial, YP, Hyundai Motor America, Mercedes-Benz USA, Volvo Cars US, National Vision

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**Vice President of Consulting, Business Strategy**

July **2012**-Oct **2013**

*Electronic Ink, Philadelphia, PA  
Business Process and Business System Design & Consulting*

- Provide business strategy consulting for assigned client base of over \$5MM revenue and lead new logo business development efforts:
  - Client discovery consultation and resulting solutions Proposal services, strategic planning
- Led Research, Design, and Technology teams per-project by providing guidance and recommendations towards project goals, brand objectives, scope strategy and research initiatives, guiding teams to consistent alignment with identified client strategic imperatives.
- Provide internal teams with educational briefings regarding project subject matter, client marketplace, branding and marketing techniques, etc.
- Identify and communicate key business insights to drive focused design efforts driving business process initiatives and subsequent UX / IA / UI overhaul initiatives.

*Clients supported:* Ford Motor Co., Day & Zimmermann, ADP, Celgene, Medecision, Biogen Idec, Elsevier

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**Director of Strategy & Planning**

Jun 2010-Jul 2012

*Blue Diesel (now GSW Worldwide), an inVentiv Health Company, Newtown, PA*

*Full-service advertising agency exclusively serving **Pharmaceutical, Biotech, & Life Sciences** companies.*

- Manage all strategy team services within the Newtown-assigned businesses (~\$10MM revenue):
  - Client Needs Discovery and resulting Solutions Proposal services, strategic planning
  - Analytics-based iterative improvement programs.
  - Wide system design of multi-platform, multi-database, multi-customer initiatives
- Lead all Discovery Phase work for the Studio's projects, working collaboratively with Creative Services, Technology Services and Client Services.
- Provide guidance and recommendations towards project goals, brand objectives, scope strategy and research initiatives, as well as guiding programs to consistent alignment with identified success metrics.
- Responsible for guiding, moderating and coordinating client & delivery teams through successful Medical-Legal-Regulatory (MLR) approval processes
- Provide internal teams with educational briefings regarding project subject matter, client marketplace, branding and marketing techniques, etc.

*Clients supported:* AstraZeneca, Bristol-Myers Squibb, Merck, Endo, Astellas, inVentiv, Merial

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**Vice President, Strategy & Planning**

Jan 2001-May 2010

*TMXinteractive, Inc., Conshohocken, PA*

*Leading provider of technology and digital marketing services for Fortune 1,000 clients.*

- Lead initial client engagement (Pitch & Sales) to contract development and specifications for entire agency, developing over \$6 Million in annual agency revenue.
- Ensure all high-level strategic plans are sound, feasible and technically optimized, based on client needs of fast time-to-market, high usage loads, and maximized budget utilization – often with low-footprint involvement of client IT / IS departments.
- Collaboration with system CRM/SFA/CLM providers such as SAP, Salesforce.com, Sage and web platforms such as Microsoft Sharepoint, Drupal, Omniture, Ektron, Eloqua, Autonomy Interwoven
- Manage account teams, coach Account Executives, and guide all aspects of final project execution via coordinated Project Managers.

*Clients supported:* Northwestern Mutual Insurance Co., PNC Bank, First Premier Bank, Heartland Payment Systems, Eli Lilly & Co., AstraZeneca, LG Electronics, Sony DADC

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EDUCATION

**Bachelor of Science, Mechanical Engineering (BSME)**

1997

*Carnegie Mellon University, Pittsburgh, PA*

Concentration and Minor in Engineering Design

**Six Sigma Green Belt Certification**

2005

*Villanova University, Philadelphia, PA*

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MEMBERSHIPS

**Big Data Advisory Board Member** - <http://bigdata.rutgers.edu/michel-reid.html>

2017

*Rutgers Center for Innovation Education*

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PERSONAL INTERESTS

Automotive Customization & Performance Design Consulting • Automotive Design and Engineering  
Mechanical Part Design & Development • F1 Racing • Automotive Tuning, Fuel Injection System Design