

Director/VP of Marketing

Innovative, visionary Biotechnology and Life Sciences marketing executive known for activating unprecedented success on a global stage.

Passionate strategist and leader, dedicated to driving life-changing innovations to market through expert marketing, engagement, and launch/expansion initiatives. Keen talent for fostering organizational cultures of inclusion, accountability, and excellence, leveraging customized training and mentorship approaches to empower top-tier performance. Demonstrated capacity for shaping and strengthening crucial relationships, partnering with internal and external thought leaders to drive transformative sales and market achievements.

Areas of Expertise

- Market Analysis
- Product Launches
- Strategic Marketing Strategy
- Organization Design & Stand-Up
- Team & Strategic Leadership
- Omnichannel Marketing Strategy
- Stakeholder Engagement
- SEO Optimization
- Content Strategy
- Market Research
- Commercial Training
- Brand Development & Management
- Product Lifecycle Management
- Key Opinion Leader Engagement
- Business Case Development

Career Experience

LGC Biosearch Technologies, San Francisco, CA

2019 – 2024

Marketing Director | In vitro Diagnostics (IVD) | Molecular Diagnostics (MDx)

Successfully built-out a world-class marketing function, governing \$80M Profit and Loss across the portfolio and activating exceptional brand/product visibility on a global stage. Drove product and marketing culture shifts, pivoting organization to a consumer-focused mindset to elevate outcomes. Launched innovative new products, capitalizing on market opportunities to drive revenue growth and improve market positioning.

- Architected, stood-up, and directed the all-new formal product marketing department, defining department vision to successfully support and advance organizational objectives.
- Steered company transition from a product-driven approach to a proactive, competitive approach, launching new product offerings to meet industry and consumer shifts.
- Drove the launch of Pathogen Detection and Next generation sequencing (NGS) product offering, capturing significant value in the in vitro diagnostic markets.
- Empowered nearly 50% YoY revenue growth across the division, continuously promoting and bolstering portfolio and ancillary services to ensure value.
- Designed and launched the Key Opinion Leader (KOL) program, fostering crucial relationships across the industry to uncover key pain points and identify valuable opportunities.
- Cultivated cohesion and collaborative relationships across three global manufacturing locations, enhancing customer experience by ensuring consistent product offerings and enhanced efficiency.

Alameda Health Systems, San Francisco Bay Area, CA

2012 – 2019

Senior Revenue Cycle Analyst, Healthcare Resource Group, Inc. | Healthcare Professional Engagement | Payer Analysis

Partnered with leadership to define deliverables and timelines, shaping comprehensive strategic and tactical plans to activate unprecedented, team-wide excellence and expertise. Cultivated strong, influential relationships across all team members, including Healthcare Professional (HCP) to advocate and propel adoption of new processes, operational strategies, and solutions.

- Pioneered the development of a comprehensive training program and documentation to formalize physician training on claims denials, generating custom documents by payer to ensure streamlined claims operations and elevate clean-claims rate from 35% to 75% in a single year.
- Eliminated claim errors of more than \$10M through enhanced departmental education and HCP training.
- Captained high-impact healthcare analytics initiatives, monitoring revenue cycle program and training department leads in new processes to dramatically improve claims processes.

Directed global conference engagement and participation, leveraging keen sales and marketing expertise to catalyze growth and position brand as a major industry player. Brought in creative marketing techniques, catapulting company into new markets through print, communications, and digital/social media marketing strategies with stellar results.

- Fostered exceptional conference participation sales, shaping and executing a major digital marketing campaign in collaboration with external partners to drive ticket sales of 50%+ over prior year.
- Championed partnership development through global conference participation, leveraging new market tactics to capture new markets and expand existing market reach.
- Activated a 150% increase in first-month engagement, launching social media and email campaigns to deliver customer education and conference information with resulting impacts to customer reach.

Additional Experience

Sutter Health, California Pacific Medical Center, San Francisco, CA

Patient Services Coordinator, Sutter Health Medical Foundation Breast Surgical Care Center

Provided top-tier patient coordination services, acting as the initial point of contact for newly diagnosed Breast Cancer patients for surgical consultations. Shaped and launched an innovative patient pre-registration process, delivering significant impacts to initial consultation stressors and challenges by enabling patients to complete necessary paperwork prior to visit with positive results on patient satisfaction.

ThermoFisher Scientific, San Francisco, CA

Senior Business Development Manager – Asia Pacific / Pacific Northwest | Distribution | Diagnostics

Steered international distribution across the APAC region, driving transformational growth of OEM business and operations. Spearheaded Nucleic Acid Technology Division and distribution network, building customized solutions for a wide range of therapeutics while propelling a 50% increase in revenue – with \$3M in sales over first year. Mentored team, propelling 50% YoY revenue growth and earning successive achievement awards of +100% for two consecutive years in recognition of exceptional supply agreement and ORM contract negotiations, global key account management, and B2C customer satisfaction.

QIAGEN Operon (Acquired Operon Technologies), Alameda, CA

Global Director of Marketing & Customer Operations, QIAGEN Operon
Customer Operations & Marketing Manager, Operon Technologies

Seamlessly integrated departments, blending organization with newly acquired teams to ensure synchronization and cohesion across all operations. Successfully positioned company for acquisition by QIAGEN, transforming Operon Technologies to a global competitor and driving a 300% revenue increase. Defined and launched go-to-market strategy, activating opportunities and capturing a \$2.5M (first year) global partnership.

Education

Bachelor of Science (BS), Biology, Pre-Med | Howard University, Washington D.C.

Training & Certifications

Post Graduate Studies, Nursing, Health Services, Allied Health, Health Sciences, General | University California, Berkeley, CA
Social Media Marketing – Internet and Mobile Marketing Certification | Santa Barbara City College, Santa Barbara, CA

Community & Industry Leadership

Meals Program Volunteer | Glide Memorial Church, 2005 – Present

Full Board Member | Breast Cancer Emergency Fund, 2012 – 2014

Joint Board Member | HIV/AIDS Emergency Fund & Breast Cancer Emergency Fund, 2009 – 2012