

PROFESSIONAL PROFILE

DIGITAL MARKETER with over 20 years of executive-level experience, Marketing MBA and hands-on data-driven strategy, execution, and team and vendor management. Specializing in innovation, efficiency, and effectiveness.

COMMERCIAL OPERATIONS LEAD partnering with Marketing, Sales, Regulatory, Compliances, Finance, Analytics, and IT to develop processes and capabilities accelerating operational efficiency and high-performance teams.

TEAM LEADER and skilled communicator managing business planning and agencies, leveraging deep knowledge of business, technology, marketing, and operations to orchestrate customer experiences and drive excellence.

RECENT PROFESSIONAL HISTORY**Melinta Therapeutics****January 2018 – current*****Head of Digital Marketing (November 2020 – Present)***

Head of digital strategy and marketing, and the digital operations enablement of Commercial events, Sales, Inside Sales, and Value & Access teams combining marketing with data, analytics, and operations.

Digital Marketing & Omnichannel Strategy Lead

- Manage vendors and budget, established clear digital vision and roadmap.
- Core team for multiple product launches and branding before, during, and after COVID-19.
- Led full corporate transformation and rebranding including positioning, logo, PR, digital, social.

Commercial Operations

- Sub-Committee Co-lead for Innovation & Technology with a focus on AI and efficiency.
- Operations lead for modular content and promotional approval digital transformation project.
- Developed Veeva CRM and data systems and processes to onboard new Inside Sales team.

Co-Chair of the Promotional Review Committee (PRC, also known as MLR)

- Develop Veeva Promomats dashboards to accelerate efficiency and decrease costs and time.
- Create DAM, claims library, and instituting AI claims auto-linking in Veeva PromoMats.
- Developing GenAI system for content authoring and submission with AI-driven MLR pre-check.

Built, Grew, and Converted to FTE Inside Sales Business Unit

- Founder and lead virtual Inside Sales team focused on operational efficiency.
- 3.5x ROI in the first year leading to doubling the team size and adding products
- Grew revenue on both supported & unsupported brands, and open territories

Senior Director, Commercial Analytics and Digital Strategy (December 2019 – November 2020)

Led restructuring of Commercial data systems and digital strategy through the procurement and integration of data-driven insights and organizational training and integration.

- Restructured commercial data strategy including revised contracts for IQVIA and Veeva.
- Built organizational trust in data-driven strategies through education, process, and reporting.
- Led Sales Incentive Compensation including territory alignment, goals, and attainment reporting.

Senior Director, Digital Strategy and Innovation, Medical Affairs (January 2018 – December 2019)

Focused on the optimization of resources through effective digital processes, platforms, and programs to understand both internal and external unmet needs and implement solutions.

- Optimize and automate data systems and process to build a high-performing Medical team.
- Oversight of digital platforms including web, mobile, social, Veeva, LMS, data, and analytics.
- Digital strategies for Medical Affairs, Medical Information, and MSL enablement.

The Medicines Company

March 2016 – January 2018

Senior Director, Digital Strategy and Innovation, Medical Affairs

Led Medical Affairs platforms and digital strategy to build multi-channel insights, solutions, and reporting. Focused on partnerships, CRM, web, mobile app, training, Med Info. systems, and customer-facing tools.

- Centralize data to create CRM/marketing automation and unified multi-channel analytics platform.
- Built intelligent component content management system (CCMS) for content reuse.
- Leverage usability testing and analytics to build user journeys, experiences, and content mapping.

Ogilvy CommonHealth Worldwide

March 2011 – March 2016

Chief Technology Officer (CTO)

Head of multi-national technology services team focused on new technologies to understand and effectively deploy innovative digital solutions within global healthcare organizations.

- Founded and led the Digital Innovation Lab that incubated award-winning global solutions.
- Head of digital partnerships ranging from startups to Google, Apple, and IBM Watson.
- Transformed the organizational operations through digital processes, systems, and offerings.

OTHER POSITIONS INCLUDE

MRM Worldwide – VP, Director of Technology

March 2010 – March 2011

Built digital team and transformed digital processes while leading The Home Depot, one of the largest global retailers. Delivered CRM solutions for The Home Depot, IBM, BMS, US Army, Diageo (Baileys, Smirnoff, Crown Royal), Novartis, and Janssen. Identified new technologies, vendors, and partnerships.

Seraphim Internet Solutions, LLC – Co-Founder

February 2002 – January 2011

As an MBA and professional software engineer, I co-founded Seraphim to specialize in innovating demand generation, social media, and cloud technologies larger organizations were not agile enough to take on. Working with a variety of clients gave me the opportunity to expand into small business relationship management.

Euro RSCG Discovery – Senior Software Engineer

September 2002 – March 2010

Senior Software Engineer, innovator, leader, and mentor growing the organization and exceeding business needs by championing innovation and data-driven approaches to marketing. Lead Engineer and Architect on multiple CRM suites servicing global clients IBM and Diageo among others.

Simstar Internet Solutions – Associate Development Manager

March 2000 – February 2002

Team leader, resource manager, senior software engineer, and role model in the fast-paced restructuring and rapid growth of a major pharmaceutical Internet solutions company. My primary responsibilities include client communication, requirements analysis, lead engineer and architect, mentorship, and project management.

EDUCATION & CERTIFICATIONS

- MBA, Marketing & Entrepreneurship (3.95 gpa)** November 2008
Fairleigh Dickinson University, Silberman College of Business - Madison, NJ
AACSB internationally accredited Silberman College of Business is nationally ranked Top 20 by The Princeton Review and Entrepreneur Magazine, and honored in Princeton Review's 2007 edition of Best Business Schools.
- Beta Gamma Sigma International Honor Society
- BS, Computer Science with Business minor** January 2000
Rutgers, The State University of New Jersey, Cook College - New Brunswick, NJ
- Berkeley Haas, UC Berkeley Executive Education** Current
- Data Strategy: Leveraging Data as a Competitive Advantage
- Harvard University, HarvardX Professional Certificate in Data Science** September 2019-2021
- Data Science: R Basics, Data Visualization, Probability, Inference & Modeling
- Wharton Online Digital Marketing Professional Certificate Program** March 2018
- Marketing Analytics: Data Tools and Techniques
 - Selling Ideas: How to Influence others and Get Your Message to Catch On
- MIT Professional Education Digital Programs** May 2016
- Internet of Things: Road Map to a Connected World
- Stone River eLearning** April 2016
- Health IT Security Proficiency (CHITSP)
- Google Glass Explorer Program** January 2014
- Google Glass Explorer
 - Android and Glass Developer
- Adobe CQ5.5 Training, part of the Adobe Online Marketing Suite** Jan 2013 – Feb 2013
- Adobe CQ 5.5 Developer Training
 - Adobe CQ 5.5 Advanced Developer Training
- Hands On Technology Transfer, Inc** June 2006
- Enterprise JavaBeans and J2EE training certification

SELECT LINKEDIN.COM RECOMMENDATIONS

“Matt is an amazing digital marketing strategist. He fully immerses himself in technology experiences so that he can deliver the most effective solutions for his clients. He is passionate, curious, and energetic. I learned a lot working with Matt.”

— Buddy Scalera, Associate Director, Social Media Solutions at Novartis

“Matt is a renaissance man. Possessing a tremendous technical background, a mastery of digital marketing, a keen sense of usability and design. All of these skills, critical to the modern marketer, with the warmest of personalities.”

— Chris Cullmann, EVP, General Manager at RevHealth

“Technology in marketing is not just about the latest widgets, platforms, or coding languages. It is about enabling consumer communications that driven business results for our clients. Matt fundamentally understands this, and through a delicate balance of client needs, technology innovation, and sheer passion for the digital space, he is able to drive and evangelize the adoption of best-in-class technology solutions.”

— Solange Claudio, President at Moxie Interactive

“Matt is a captivating presenter, a techno-genius, a true visionary, and an inspiring leader. Those who know him, love and respect him. Those who are just getting to know him try to recruit him for their own ... he exudes a quiet confidence and tireless strength. And yet, he lacks the inflated ego that comes so easily to those with equal (or even lesser) pedigree.”

— Elizabeth Castillo, VP, Director of Digital Strategy at Coyne PR

“Matt’s innovative approach dovetails seamlessly with his fundamental understanding of how the digital space intersects with the business objective. From strategic planning to technology solutions through user experience, Matt excels with quiet confidence, leading others to accomplish great things.”

— Dreux Sawyer, UX Analyst/Architect at Ogilvy CommonHealth Worldwide

“Matt is so much more than just a Director of Technology. His skillset spans technology, innovation, user experience and strategic planning (although there is so much more).”

— Skot Kremen, UX/UI Manager at Brother International Corporation

“Matt is one of those rare technologist that can synthesize client needs, understand EVERYTHING that is going on in the technology space, and provide strategic solutions and practical application of those solutions. He is incredibly smart, a delight to work with, and seems to always have the answer to any tech question or need.”

— Winnifer Thomas-Cox, Senior Vice President, Account Director at Moxie Interactive