

CARRIE GOLDSTEIN
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Overview

Strategic communications leader with 20+ years of experience building trust, visibility, and corporate reputation for global healthcare brands. Works across healthcare industry including Fortune 100/500 pharmaceutical and growing biotech companies. Demonstrated expertise in positioning across portfolios, advancing executive voice, driving employee engagement, and leading communications for business-critical milestones. Known for building insights-driven and results-oriented communications; leading and collaborating in matrixed environments.

Seeking full-time role to drive strategic communications within an organization / agency. Remote from Florida, with in-house, consultancy and agency experience.

Core Qualifications

- Corporate Reputation, Brand & Narrative
- Executive Thought Leadership
- Internal Comms & Employee Engagement
- Issues and Change Management
- Clinical & Regulatory Milestones
- Product Portfolio Strategy
- Consumer Marketing Communications
- Media, Digital and Social Media Strategy

Carrie Goldstein Communications

Present

Principal, Strategic Communications Consultant

- Collaborate with executives to evaluate and enhance effectiveness of communications strategies.
- Deliver high-impact visibility communications programs for clients, including a breakthrough FDA approval achieving second-highest online media articles in industry.
- Partner with a mid-size biotech on precipice of growth to develop corporate rebrand, principles and values refresh plan, employee advocacy and change management.

Green Room Communications (Remote) Parsippany, NJ

2023-2025

Practice Head, Corporate and Product Communications

- Led ~\$5M portfolio of clients: J&J, Ascension, Novo Nordisk, Mallinckrodt, Lykos, Orasis.
- Led strategy for rebrands, narrative development, media engagement; incorporating environmental scanning, and issues preparedness to protect and advance reputation.
- Designed communications platforms tailored for HR, Cybersecurity, Medical Affairs, and IR.
- Managed ~10 high-performing teams, consistently exceeding client satisfaction benchmarks.
- Achieved ~25% organic growth year-over-year above revenue targets.

Ogilvy Health, (Remote) New York, NY

2022-2023

Inaugural Role; Senior Vice-President and Corporate Communications Lead

- Designed communications frameworks to deliver increased value for clients.
- Led campaigns to connect with patients through media, social media and advocacy channels.
- Developed programs led to a ~20% increase in visibility across channels.

Emergent BioSolutions, (Remote), Gaithersburg, MD

2020-2021

Vice President, Enterprise and Employee Communications

- Integrated communications strategies across Investor Relations, Human Resources, Information Technology, Manufacturing, Legal and Medical Affairs.
- counseled executives on communications strategy tied to COVID-19 manufacturing scrutiny.
- Advised leadership on reorganization, leadership transitions, and policy changes to reinforce stability and confidence.
- Rebuilt employee trust; lost from COVID-19 vaccine production media exposure.
- Increased morale with launch of Employee Resource Groups and Innovation Challenge.

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Cheer Partners, (Remote) Locust Valley, NY 2018-2020

Managing Director and Team Leader, Employee Communications, and Inclusion

- Counseled clients (J&J, CVS Health, BMS, Twilio) on strategic optimization of reputation, executive thought leadership and employee engagement.
- Led clients' change management, including executive transitions and reorganization.
- Built culture strategies and employee value propositions to retain, maintain and recruit talent.

Pfizer, New York, NY 2010-2018

Director, Communications: Pain, Rare Disease and Generics Business Units

- Led global and U.S. communications for therapeutic areas in support of business unit objectives.
- Defined brand and platform reputation goals in collaboration with Corporate Affairs; conducted SWOT analyses and strategically allocated resources to achieve these objectives.
- Elevated platforms by harnessing subject matter expertise and authentic voices, collaborating closely with advocacy organizations, KOLs and influencers to build unified narratives and impactful strategies across media, digital, and social channels.
- Led clinical, regulatory, and product communications in US; aligned with global colleagues to ensure local market resonance.
- Strengthened sales team communications through inspirational themes and engaging speakers.
- Partnered with Public Affairs to define relationships with advocacy organizations.
- Partnered with Government Affairs, Policy and Legal to address issues related to pricing, access, regulatory pressure, and competitor challenges.
- Enabled leaders to foster high-impact engagement within the Marketing and Sales organization.
- **Deputy Lead, Digital Marketing Center of Excellence:** Led workstream to formulate corporate social media protocols, training and governance.

Professional Highlights

- **Accreditation:** Public Relations Society of America; PROSCI Change Management
- **Recognized by 25 Industry Awards:** Bulldog's PR Gold, Platinum Hermes Creative, SABRE
- **Earned Media Success:** AP, Dow Jones, Reuters, *New York Times*, *USA Today*, Today Show
- **Launched 20+ Products:** first-to-market, indication expansion and me-too
- **Guest Lecturer:** New York University, Baruch College, Johnson & Wales University

Therapeutic Area Experience

Alzheimer's Disease, Autoimmune Diseases, Behavioral and Mental Health, Cardiometabolic Disorders, Dermatology, Diabetes, Endocrine Disorders, Gene Therapy, Generics, Hematology, Infertility, Oncology, Ophthalmology, Osteoarthritis, Public Health, Rare Diseases, Vaccines

Prior Experience

Founder/President, Impact Image; Account Supervisor, Ruder Finn, Senior Account Executive, Edelman.

Education

University of Maryland, College Park, Honors Program