

CARRIE GOLDSTEIN

954-816-6003 | carriegoldstein@me.com
<https://www.linkedin.com/in/carriegoldstein/>

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 Communications
- Executive Thought Leadership
- Internal Communications
- Issues and Change Management
- Patient/Consumer Marketing Campaigns
- Global / Local Campaign Structure
- Media and Social Media Strategy
- Clinical and Regulatory Communications

Carrie Goldstein Communications

Present

Principal, Strategic Communications Consultant

- Collaborate with executives to evaluate and enhance effectiveness of communications strategies.
- Lead communications programs for pharmaceutical and biotech clients; including a breakthrough FDA approval achieving 125+ online media articles; second in the 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.
- Counseled C-suite on media, product milestones, DEIB landscape and issues preparedness.
- Counseled MAPS CCO on rebrand to Lykos; defined messaging as innovative PBC in psychedelic therapy; drove strategy across audiences; including internal, traditional and social media.
- Established new treatment category with KOL-led media strategy, during development pause.
- Developed internal/external campaigns for HR, Cybersecurity, Medical Affairs and IR.
- Achieved ~25% organic growth year-over-year above revenue targets.
- Managed ~10 high-performing teams, consistently exceeded client satisfaction benchmarks.

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 reorganization, leadership transitions and policy change management.
- 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

- Designed platforms for increased employee engagement for clients: J&J and CVS Health.
- Counseled executives on visibility platforms, reputational shifts and organizational structure.
- Led leadership transitions, infrastructure and change management communications.
- Structured inaugural intranet and internal communications pivot for 10-year-old company.

Pfizer, New York, NY

2010-2018

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

- Lead for Global and U.S. Team; aligned objectives and strategy with business goals.
- Advanced global therapeutics area platforms through cohesive branding and narrative; strategies across media, digital and social presence, executive visibility and internal communications.
- Partnered with global colleagues to ensure local market relevance of key milestones.
- Managed multiple brand communications; including iconic brands: Lyrica, Celebrex, Viagra.
- Led strategy for disease awareness, clinical, regulatory, and product communications.
- Built consumer-facing campaigns to improve patient education and empowerment.
- Reinforced sales organization goals with inspirational themes, speakers and messages.
- Partnered with Public Affairs to define relationships with advocacy organizations.
- Addressed issues related to access, pricing, legal challenges and competitor news.
- Crystallized differentiation of diabetic patients' and physicians' perspectives in disease progression; deployed through medical journal and omnichannel campaign; audience of 150M.
- Launched first-to-market Global Gene Therapy Platform.
- Pioneered first Facebook disease awareness page; audience of ~29M with 300% audience engagement increase and 60% influencer engagement in first year.

Professional Highlights

- **Recognized by 25 Industry Awards:** Bulldog's PR Gold, Platinum Hermes Creative, SABRE
- **Earned Media Success:** AP, Dow Jones, Reuters, Scrip, *The New York Times*, *USA Today*, Today Show, *Cosmopolitan*, *Parade*, *Self*
- **Launched 20+ Products:** first-to-market, new indications and me-too
- **Accreditation:** Public Relations Society of America; PROSCI Change Management
- **Guest Lecturer:** New York University, Baruch College, Johnson & Wales University
- **Volunteer:** Franklin Covey *Leader in Me* Program, Broward County Elementary School

Industry Experience

Pharmaceutical, Biotech, Hospitals, Manufacturing, Development Organizations, Disease Education

Therapeutic Area Experience

Alzheimer's Disease, Autoimmune Diseases, Behavioral and Mental Health, Cardiometabolic, Chronic Illness, Dermatology, Diabetes, Endocrinology, Fibromyalgia, Gene Therapy, Generics, Hematology, Infertility, Inflammation, Men's Health, Oncology, Ophthalmology, Osteoarthritis, Pain Disorders, Pediatrics, Public Health, Rare Diseases, Vaccines, Women's Health

Prior Experience

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

Education

University of Maryland, College Park, Honors Program