

**Ogilvy Health**

**2022-2023**

**Senior Vice-President and Corporate Communications Lead**

- Built inaugural role in corporate communications; developed capabilities for practice
- Led Immunology communications for Fortune 500 biopharmaceutical client, including disease awareness, product milestones, franchise narrative, internal communications and executive thought leadership
  - Managed [MS in Harmony](#) campaign with celebrity dancer Courtney Platt and the American Music Therapy Association, including securing traditional and social media and community engagement
  - Counseled client through multiple stakeholder transitions, including developing programs to address changes in business objectives
  - Provided client with robust recommendations on most effective opportunities to engage stakeholders through internal and external channels
- Partnered with biotech client to drive comprehensive media campaign around product milestones
- Managed account teams to optimize strengths and learning opportunities for client satisfaction and growth

**Emergent BioSolutions**

**2020-2021**

**Vice President, Enterprise and Employee Communications**

- Led team responsible for global corporate communications annual plan
- Managed change management and crisis communications, including C-Suite transitions, policy changes and corporate reorganization
- Designed first-ever employer value proposition and internal engagement strategy
- Member of working team to ensure company culture resonated and applied to all employees
  - Co-developed with HR, structure and launch of first employee resource groups for Diversity, Equity and Inclusion
  - Launched employee-driven Innovation Challenge
  - Worked on retention plan for manufacturing site employees impacted by crisis
- Partnered with IT to design foundational structure of revised Intranet
  - Designed new modified channels for non-HQ employees (i.e. Sales, Manufacturing)
  - Coordinated editorial and educational needs of all Functions and Business Units to ensure consistent and creative content drove employee engagement and adoption
  - Partnered with IT and Corporate Security on a cybersecurity awareness campaign for employees

**Cheer Partners, an employee experience agency**

**2018-2020**

**Managing Director and Team Leader, Employee Communications, and Inclusion**

- Counseled executives on best approach to increase their industry visibility
- Built employee engagement programs to reach clients' employee population needs
  - Structured inaugural intranet and internal communications pivot for 10-year-old technology company by conducting employee needs assessment, content archetypes and launch adoption plan
  - Supported leaders in new roles including organizational design, introductory roadshows, defining culture
  - Facilitated support of new leader in revitalizing organizational communication channels, including an Intranet page that provided a strong onboarding for new employees, a suite of resources for efficiency and consistency within the department and consistent communications from key leaders to ensure employees remained informed
- As part of Leadership Team, defined Cheer Partners' employee experience, including programs for mentorship, career pathing, learning and development

**Pfizer**

**2010-2018**

**Director, Communications**

- Led insights-driven global communications strategy to support business objectives in Pain, Rare Disease, and Generic portfolios, with iconic brands such as Lyrica™, Celebrex™, and Viagra™
- Advanced creative storytelling of each platform with narrative deployed through all channels and executives
- Partnered with HR and Leadership to deploy initiatives that drove organizational culture
  - Created educational campaign with early adopters, guidance on best practices for usage and editorial calendar to test/learn on new content
- Drove market-shaping, data, clinical, regulatory and product milestone campaigns, including:

*Discuss Pain Now* juxtaposition survey became cornerstone campaign in partnership with American Chronic Pain Association; results published in medical journal and patient materials  
Supported fibromyalgia community when national advocacy organization went defunct  
Launched fifth indication for Lyrica™ in pain for spinal cord injury; celebrity patient spokesperson initiated new arm of The Christopher and Dana Reeve Foundation  
Increased Rare Disease social media footprint three-fold on corporate channels

- Managed issues, change management, financial reports and business development communications

**Pfizer Global Innovative Pharma, Deputy Lead, Digital Marketing Center of Excellence**

- Built Pfizer's first unbranded Facebook page for patients with fibromyalgia (Fibrocenter)  
Identified best practices and solutions to address industry's barriers-to-entry in social media  
Launched as part of comprehensive campaign – *Functioning with Fibro*– in partnership with the National Fibromyalgia Association, Chronic Pain Association and American Association of Nurse Practitioners  
In first year, doubled engagement through content, influencer and analytics strategy; reached audience of 29M  
Increased patient advocacy and influencer relationships by more than 60 percent
- Highlighted as best practice; invited to working group to develop enterprise-wide social media protocols

**Pfizer Secondment: Corporate Reputation**

- Managed enterprise-wide roll-out of annual Return on Reputation analysis
- Developed SWOTs and strategies to maintain/improve corporate reputation drivers for business units

**Impact Image, Inc., President; boutique PR agency for healthcare clients**

2003-2010

- Led multi-faceted communications campaigns including:  
National launches of *Voices Of* anthology book series, including *Alzheimer's*, *Lung Cancer*, *Breast Cancer*, *Alcoholism*, *Autism*, *Caregiving*, *Multiple Sclerosis and Bipolar Disorder* (LaChance Publishing)  
Market development, data and regulatory milestones for alli™, first FDA approved, OTC weight loss medicine (GSK)  
*In The Know: What No One Tells Your About Fertility* with *Conceive* magazine multi-year, omnichannel campaign to reach specialty healthcare providers and patient communities (EMD Serono)
- Developed integrated communications for stakeholders including C-suite, providers, patients and advocates
- Managed business operations include website development, social media strategy, project management

**Earlier Career Experience**

1997-2003

- Ruder Finn, Edelman, The Leukemia and Lymphoma Society

**Therapeutic Area Expertise**

Alzheimer's Disease, Autoimmune/Inflammatory Diseases, Cardiometabolic, Dermatology, Diabetes, Endocrine Disorders, Fertility, Fibromyalgia, Gene Therapy, Generics, Hematology, Mental Health, Men's Health, Multiple Sclerosis, Oncology, Pain, Pediatrics, Public Health Threats, Rare Diseases, Vaccines, Women's Health

**Professional Accolades and Industry Engagement**

- Campaigns have been honored with more than 25 industry awards
- Accreditation in Public Relations, PRSA
- PROSCI-certified in Change Management
- Featured panelist and editorial contributor at industry events and publications

**Education**

- **University of Maryland, University Honors Program**
  - Bachelor of Arts Degree, Behavioral and Social Sciences
  - Certificate of Degree, Women's Studies