

About Me

Creative innovator and leader, with a proven 25 year track history of delivering effective creative design and multi-channel integrated marketing campaigns that generate results. I have a diverse background in traditional design, digital, demand generation, and media production. I am experienced in navigating both the agency and corporate worlds.

Work Experience

04/2022 - Present, Signify Health, Dallas TX
Sr. Director Brand and Marketing Services

As Signify Health's Sr. Director Brand and Marketing Services, I manage Signify Health's brand and content ecosystem. I lead an integrated team of brand marketing specialists, creative services teams, and digital ecosystem experts in our on-going drive to deliver on brand marketing campaigns, and communications to market. Core responsibilities and success points include:

- Increased clinical recruiting pipeline by 2000% through a comprehensive multi-channel digital advertising campaign.
- Increased team capacity and focus by building out a deep internal and external bench of creative professionals.
- Introduced new brand self-service tools to strengthen brand adoption throughout the organization, and lessen the dependencies on needing specialized digital services.
- Developed and implemented a comprehensive rebrand strategy to welcome and convert Caravan Health into the Signify Health brand family.

5/2017 - 04/2022, Change Healthcare, Nashville, TN
Vice President of Brand and Creative Services

As Change Healthcare's Vice President of Brand and Creative Services, I lead a multi-disciplinary team of branding gurus, and creative marketing specialists in the thoughtful rollout of the Change Healthcare brand, and sales and marketing content. The team consists of graphic designers, illustrators, web designers, media producers, and creative writers. Core responsibilities and success points include:

- Provide creative leadership of a 20 person team in the ongoing execution of creative marketing programs
- Continuous innovation of the creative uses of technology used to streamline production time lines and boost creative output
- Manage vendor relationships and budgets
- Consulting on strategy with executives at all levels of the company on brand and creative services projects, forecasts and budget needs
- Provide quarterly brand and creative services training to the enterprise
- Mentor and set performance objectives and goals for the team
- Provide content and digital strategy for the Change Healthcare web presence
- Creation and management of the Digital Asset Hub, the one stop shop for all Change Healthcare's brand ingredients and sales and marketing content. The Digital Asset Hub serves content to our 15k team members and accelerates the buyers journey by arming our sales force with actionable content. The Digital Asset Hub serves over 160k page views a year, generating 39k asset downloads
- Creation and launch of Change Healthcare Brand Ingredients, which include over 500 Change Healthcare licensed photographs, video clips, and 1000's of icon illustrations that fuel the ongoing development of Change Healthcare sales and marketing assets
- Deployed an enterprise wide brand and creative services intake process for all brand governance, product naming, and creative services requests. The system helps manage over 1000 project requests a year
- Re-Imagined Change Healthcare on site events into Covid-19 era virtual experiences
- Accelerated video production in order to arm the Covid-19 era remote sales executives with product and solution content that can close deals without having to be on location
- Launched the Change Healthcare remote demo platform that lead to the closing of a \$150mm radiology deal during the early days of the pandemic

3/2012 - 5/2017, McKesson Corporation, Newton, MA

Director of Creative Services

As McKesson's Director of Creative Services, I led the creative development of all sales and marketing campaign materials for the McKesson Health Solutions Business unit. The creative services team consisted of art directors, designers, developers and media specialists. Core responsibilities and success points included:

- Consulting on strategy with senior executives' on creative service projects
- Provided creative direction and leadership over the execution of creative marketing programs
- Brand ambassador for the McKesson Health Solutions Business Unit and brand liaison with corporate brand
- Managed vendor relationships
- Mentor and set performance objectives and goals for the team
- Continuous Innovation of the creative uses of technology used to streamline production time lines and boost creative output
- Increased sales and customer satisfaction scores of our strategic events year over year
- Launched McKesson's first web-based marketing effectiveness dashboard (recognized as a best practice)

4/2008 - 3/2012, M3 Media Group, Philadelphia PA.

Creative Director

Direct cross-channel creative team in designing, developing and launching engaging video rich, flash-based web programs for some of the world's largest pharmaceutical companies -- Novartis, Lilly, King Pharmaceuticals, Johnson and Johnson and Bristol Myers Squibb.

- Launched industry first sales training app for Apple iPad
- Increased in field sales activities by 15% with a reduced sales force

12/2006 – 4/2008, Aspen Brands Company, Norcross GA.

Creative Director

Directed a multi-national team on redesigning the company's fleet of websites with the #1 goal of increasing conversion rates. Lead the development of print and online catalogs, eCommerce website designs, print and online advertising, email and database marketing, SEM, SEO, rich-media mini sites and banner ads.

- Increased conversion rates on web by over 10%
- Increased total sales year over year by 30%

12/2005 - 12/2006, Bresette and Company, Portsmouth NH.

Director of Creative Services

Supervised all creative development and created innovative advertising and marketing solutions to reach customers client base. Mediums -- interactive, broadcast, print. Clients: Mount Sinai Medical Center, Profile Bank, Bioceutica, Wentworth Douglass Hospital.

- Increased deposits by 20%
- Increased patient awareness by 45%

12/1999 - 12/2005, Digital Bungalow, Salem MA.

Creative Director

Managed a team of designers and programmers to design and develop integrated on and offline marketing materials. Clients: The Wall Street Journal, New England Patriots, Financial Times, iParty, Brigham's Ice Cream, American Student Assistance, and SoBe.



12/1999 - 12/2005, Digital Bungalow, Salem MA.

Creative Director

Managed a team of designers and programmers to design and develop integrated on and offline marketing materials. Clients: The Wall Street Journal, New England Patriots, Financial Times, iParty, Brighams Ice Cream, American Student Assistance, and SoBe.

05/1996 - 12/1999 Clarke Goward Advertising, Boston MA.

Art Director

Art directed print advertising campaigns, content development for nationally recognized brands. Clients: Eastpak, Cider Jack, NStar, Papa Ginos, and more.

Education

The George Washington University School Of Business, Digital Marketing Advisory Council Member 2021
Montserrat College of Art, Beverly MA. Bachelor of Fine Arts–Graphic Design-1996.

Awards And Honors

2019 Change Healthcare Gold Values Champion

2018 Change Healthcare Gold Glow Award

2007 4th Annual Service Industry Advertising Awards:

Gold: Pease Golf Course website

Gold: Nantucket Island Living magazine

Gold: Magazine Ads for BT Productions Fall 2006 play

2007 9th Annual NH Internet Awards:

Gold: Best Use of Technology Site - Pease Golf Course

2007 New England Society of Healthcare Communication's

(NESHCo) Lamplighter Awards:

1st place: Wentworth-Douglass Hospital Quarterly Magazine

1st place: New England Sinai Wound Healing Center Brochure

1999 Hatch Award: Honorable Mention small space print ads for Ragged Mountain

1998 Clarke Goward Terrier Award: Clarke Goward employee of the year

