

TAD CARTER

Global Marketing Director

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SUMMARY

Global Marketing and Business Development Executive with the ability to quickly access and accelerate an organization's go-to-market strategy. Passionate about life-changing technologies in the biotech, pharmaceutical and life science industries with a proven track record leveraging DTC and HCP integration for better branding results. "Player Coach" leadership style with an entrepreneurial mindset that has led cross-functional teams in the US, EU, and APAC.

Known for three key strengths:

- **Marketing Leadership:** Managed 5+ direct reports and led cross-functional teams of over 35 in the US and abroad that resulted in new product launches and creative branding campaigns. Execution of sales management, training, and development of junior/mid-level staff.
- **Product Launch:** Launched over 14 new products globally including KOL programs, consumer marketing (DTC, B2B), digital media planning and customer experience (CX) programs that create emotional connections with product brands.
- **Driving Growth:** Proven track record driving P&L results of successful growth in start-ups and public entities ranging from \$75M to \$600M.

Product Management	Strategic Marketing Plans	Go-to-Market Strategy	Global Product Launches
Brand Development	Social Media Planning	Training & Sales Development	Marketing Collateral
Team Management	Marketing Communications	Customer Experience (CX)	Omnichannel Marketing

WORK EXPERIENCE

Senior Director of Marketing

Global Reach Marketing LLC, Basking Ridge, NJ (Medical Device & Pharmaceutical) 06/2020 - Present

As a market development leader, provided strategic direction, branding insights, and digital media planning to corporate clients in life sciences such as Leo Pharma, Amgen, and Terumo Aortic.

- Developed non-personal promotion (NPP) and digital media strategies including omnichannel, paid search, third party partnerships, and customer experience for the launch of Leo Pharma's Adbry representing an increase of 32% NBRx YTD.
- Drove 2,500 organic sign-ups to the monthly newsletter for Amgen's Neulasta by A/B testing content layout representing a 43% quarter-on quarter- increase.
- Created a product launch and digital media plan for Terumo Aortic's RelayPro that delivered brand messaging, technical training and 5 speaker presentations (vascular and cardio thoracic surgeons).

Senior Director of Marketing

Mesoblast Inc; US/Australia (Biotech & Cellular Medicine)

11/2017 – 05/2020

Led development of global brand strategy including content, advertising, digital and traditional media. Applied global experience to develop complex sales tools, create strategies, and execute tactics to drive adoption of cell therapy.

- Leveraged content marketing strategies and training to drive top-of-mind awareness of allogeneic 'off-the-shelf' products for cardiovascular disease, chronic low back pain, GVHD and Rheumatoid Arthritis.
- Developed and executed best in class e-learning experiences across desktop, mobile and tablet platforms which led to a 33% increase in productivity for the Medical Science Liaison (MSL) team.

Director of Product Management

TherapeuticsMD Inc; Boca Raton, FL (Pharmaceutical & Women's Healthcare) 05/2016 – 11/2017

Marketing development leader for vitaMedMD prenatal franchise responsible for the creation of consumer and HCP programs to meet brand objectives and stimulate demand/trial/usage.

- Created a new co-pay savings card program to include messaging for web, print and mobile devices, which increased refill rate by 75% for vitaCare prescription services.
- Developed a new strategic partnership program between Walgreens corporate and vitaCare Prescription Services to capture new patient prescribers and improved refill transfer rates by over 20%.
- Trained sales team at national sales meetings and provided marketing support materials: co-pay chart, sales action plan and all support materials for Walgreens partnership program.
- Developed value proposition and communications plan for the rebrand of key products that increased market share by 15%.

Senior Director of Global Marketing

Cytori Therapeutics, San Diego, CA (Biotech & Cellular Medicine) 05/2009 – 04/2016

Drove global strategic marketing plan including product positioning, podium/publication strategies, branding, and commercialization of regenerative cellular medicine products. Managed budget of \$2M and a team of 3.

- Generated revenue 6 months ahead of plan through the development of go-to-market strategy for emerging markets (Australia, Singapore) by securing *Therapeutic Goods Administration* (TGA) approval.
- Drove 20% incremental sales with key distributor partnerships and overcame barriers to entry in Singapore, Japan, Taiwan and Australia by creating alternative solutions for global commercialization of aesthetic surgical products.
- Created centers of excellence throughout Europe to drive disease awareness strategy and penetrate the market by 15% securing active participation/engagement in key stakeholder groups (e.g., national hospital associations, professional societies, and patient advocacy entities) per country.

Senior Product & Brand Manager

Obagi Medical Products Inc; Long Beach, CA (Pharmaceutical & Dermatology) 01/2007 – 05/2008

Managed prescription skincare products for the treatment of basal cell carcinoma, melasma and sun damaged skin accounting for 76% of the overall business and 28% market share.

- Drove \$8M sales increase in the first 6 months, achieving 100% of performance plan, through new product launch of the Condition & Enhance System, differentiating procedural therapy from the existing NuDerm product line.
- Exceeded sales goal of \$56M by 15% through developing promotions, sales tools, and marketing communications to accentuate customers' needs.

Global Product Manager

Johnson & Johnson (Mentor Worldwide), Santa Barbara, CA (Medical Device) 08/2003 – 12/2006

Created selling tools, sales/surgeon training programs, and identified new technologies to expand product offerings for a leading medical device company.

- Contributed \$5M in additional revenues by designing and facilitating creative training programs for over 350 sales representatives and distributorships worldwide for new UltraSculpt product launch.
- Introduced new marketing programs in the body-contouring line by developing marketing collateral and multimedia presentations for executive management team, sales force, and surgeons.

EDUCATION

Bachelor of Arts (B.A.) English; Minor: Communications, University of Lynchburg, Lynchburg, VA

- Journalism Program: Imperial College, London, England
- English Literature /European Studies - University College, Dublin, Ireland

Marketing Certification – University of California, San Diego