

TAD CARTER

Senior Director of Marketing

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Global Marketing and Business Development Executive with a proven ability to accelerate go-to-market strategies and drive branding success through DTC, B2B, and HCP integration. A dynamic “Player-Coach” leader with an entrepreneurial approach, guiding cross-functional teams across the US, EU, and APAC to achieve measurable results.

Key Strengths:

- **Strategic Marketing Leadership:** Demonstrated success leading high-performing cross-functional teams to deliver impactful global product launches and branding initiatives. Expertise in developing and mentoring talent to consistently drive top-tier results.
- **Global Product Launch Expertise:** Successfully led the launch of 14+ products globally, utilizing KOL engagement, DTC and B2B strategies, and innovative digital media campaigns to create meaningful customer connections.
- **Revenue Growth Acceleration:** Track record of driving business growth, contributing to P&L success across organizations ranging from \$75M to \$600M, with experience in both start-ups and publicly traded companies.

Skills & Expertise:

Product Management Portfolio, Strategic Marketing Plans, Marketing Strategy Creation, Product Life Cycle, Brand Marketing, Business Operations, Market Research, Account Management, Strategic Analysis, Customer Engagement, Market Access

PROFESSIONAL EXPERIENCE

Global Reach Marketing, Basking Ridge, NJ
Senior Marketing Consultant

02/2018 - Present

Leveraging a deep expertise in the healthcare and wellness industry, I drive the development and launch of impactful marketing campaigns, create strategic brand initiatives, which foster connections with partners, customers, and end users to achieve meaningful growth. Client engagements include: Leo Pharma, Safeguard, Terumo Aortic and Amgen.

Highlights:

- **Leo Pharma-** Developed non-personal promotion (NPP) and digital media strategies including omnichannel, paid search, third-party partnerships, and customer experience for the launch of ADBRY representing an increase of 32% NBRx YTD.
- **SafeGuard-** 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 sales and Medical Science Liaison (MSL) team.
- **Terumo Aortic-** Created a product launch plan, medical education programs, and digital media plan for RELAYPRO that delivered brand messaging, technical training and 5 speaker presentations (vascular and cardio thoracic surgeons).
- **Amgen-** Drove 2,500 organic sign-ups to the monthly newsletter for NEULASTA from Amgen by A/B testing content layout representing a 43% quarter-on-quarter increase.

TherapeuticsMD, Boca Raton, FL
Senior Director, Product Management

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 and launched a new co-pay savings card program to include messaging for web, print and mobile devices, which increased refill rates by 75% for vitaCare prescription services.
- Built a strategic partnership between Walgreens and vitaCare, capturing new patient prescribers and increased refill transfer rates by over 20%.

- Trained national sales teams and delivered comprehensive marketing support, including co-pay charts, sales action plans, and materials for Walgreens partnership rollout.
- Developed a value proposition and communications strategy for product rebranding, increasing market share by 15%.

Cytori Therapeutics, San Diego, CA
Senior Director, Global Marketing

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.

Obagi Medical Products Inc., Long Beach, CA
Senior Product & Brand Manager

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.

Johnson & Johnson (Mentor Worldwide), Santa Barbara, CA
Global Product Manager

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.)- 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