



Mark Schulz

Pharmaceutical marketing & advertising professional

ABOUT ME

Versatile life sciences leader with 20+ years of experience spanning three major industry perspectives:

- **Creative Agency:** Experience planning, account, and digital project management
- **Manufacturer:** US brand management; HCP strategy, positioning, and execution across all channels
- **Publisher:** Media expertise, Rx impact analysis, partnership strategy, ROI modeling, and advanced targeting



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New York, NY

EXPERIENCE

**Biolumina
Omnicom**
2021 –

VP, EXPERIENCE PLANNER

- Planned strategic alignment of channel activations and tactic types to brand imperatives and segmentation
- Led XP for 9 oncology accounts across 6 clients, spanning HCP and Patient/Caregiver audiences
- Optimized CRM programming and performance reporting
- Evangelized XP internally to drive awareness, understanding, and integration with agency processes

**Harrison & Star
Omnicom**
2020 – 2021

VP, GROUP ACCOUNT SUPERVISOR

- Led multiple tactics comprising a new mini-campaign launch for a leading HIV treatment

**WebMD
Medscape
Internet Brands**
2016 – 2019

TEAM LEADER, SR. DIR., COMMERCIAL CLINICAL STRATEGY

↑ DIRECTOR, COMMERCIAL CLINICAL STRATEGY

- Managed ~30 strategic deals (those of high investment, exposure, or risk) per year, totaling \$30M+ in sales
- Supervised direct reports: 3 Assoc. Directors, 1 Analyst
- Defined strategy for accounts throughout entire sales lifecycle: ROI modeling, pitch, media configuration, contracting, execution, impact analysis with IQVIA, optimizations, and renewals

**Patients
& Purpose
Omnicom**
2012 – 2016

VP, PROJECT MANAGEMENT, GROUP SUPERVISOR

↑ PROJECT MANAGEMENT, GROUP SUPERVISOR

↑ SENIOR PROJECT MANAGER

- PM team served as digital evangelists and solution consultants in addition to handling all brand staffing, finances, and timelines
- Drafted and facilitated approval of five \$1M+ SOWs per year
- Direct reports: 2 Sr PM's, 1 PM, 1 Assoc. PM, 1 BC
- Introduced and ran department-wide growth and collaboration efforts to enhance department culture and provide guidance to PMs at all levels

Pfizer
1998 – 2012

MARKETING MANAGER — LIPITOR / CADUET

↑ ASSOCIATE MARKETING MANAGER, VIAGRA

↑ ADMINISTRATIVE ASSISTANT, VIAGRA

- Managed a \$10M+ portion of US HCP LIPITOR & CADUET marketing budget to efficiently target print and digital promotion to US healthcare professionals, ensuring alignment to core brand strategies, particularly for LIPITOR as it approached LOE
- Pioneered digital solutions new to Pfizer and the industry: EMR-based competitive blunting triggered messaging capability with AllScripts, first-ever branded podcast solution for Pfizer
- Brand marketing responsibilities included: Review Committee Marketing Captain, convention management, positioning and new campaign launch, POA rep trainings, savings card, digital multichannel, eDetailing rollout captain

PROFILE

Education

- Master of Business Administration (MBA) - University of Phoenix
- Bachelor of Fine Arts (BFA) - New York University, Tisch School of the Arts

Language

- English - Native
- French - Intermediate/Advanced
- Italian - Beginner

Professional interests

Data management and analysis, systems, growing and guiding talent, organizational behavior, project management (agile vs waterfall), knowledge management, targeting and segmentation, learning and application of python and SQL