Mark Schulz

Pharmaceutical Marketing & Advertising Professional

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Professional Summary

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

Core Competencies

Experience Planning & Strategy • Pharmaceutical Marketing • Brand Management • Oncology Marketing • HCP & Patient Marketing • Omnichannel Marketing • Digital Transformation • Team Leadership • Budget Management • Project Management

Professional Experience

VP, Experience Planner

Biolumina (Omnicom) | New York, NY *2021-01 – Present*

- 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

AI Innovation & Enterprise Enablement: - Led creation, testing, and deployment of multiple custom GPTs for Biolumina and oncology-focused brands - Developed GPTs using JSON knowledge bases, structured prompt engineering, and API integrations (OpenFDA, DailyMed SPL, RxNorm) - Created internal education materials explaining AI, ML, LLMs, and enterprise privacy/security principles - Helped guide Omnicom's enterprise ChatGPT pilot by evaluating workflows, summarizing feedback, and developing internal-facing documentation - Built a multi-chapter ChatGPT orientation video series ('Byte by Bite') to improve AI literacy across the agency - Explored workflows for integrating GPT with DAM systems to analyze visual themes in assets - Created an AI ideation GPT using AIDA, PAS, FOMO, SCAMPER, FAB, StoryBrand, and more - Assisted in developing AI use case spreadsheets spanning tactical planning, internal communications, HCP/patient content, and operational automation

Strategy & Oncology Marketing Expertise: - Built a GPT specializing in oncology HCP customer journeys using JSON-trained data - Developed methodology for evaluating HCP influencers within pharma marketing - Supported client brand initiatives by designing omnichannel, segmentation, CTV/OTT, and experiential congress frameworks - Designed interactive game-based advertising concepts and WebAR strategies with 8th Wall - Contributed to naming and ideation for oncology-branded GPT assistants

Data Engineering & Analytics Leadership: - Created advanced Google Analytics workflows including regression-based reconstruction of corrupted GA4 session data using server logs - Analysis of session segmentation (HCP vs Patient), including weekend behavior - Quarter-over-quarter and year-over-year comparative models - Advanced bounce rate and session duration monitoring - Session-per-user anomaly detection - Developed a Python program that ingests Excel files, requests date ranges, computes analyses, and outputs reports with graphs - Explored R-based data storage solutions for long-term GA4 datasets - Built Power Query pipelines for data transformation - Analyzed 36,000-row rep-triggered email dataset to understand subject-line performance - Guided the end-to-end design of a reusable DuckDB pipeline replacing one-off Excel scripts - Structured ETL flow across loaders for traffic, downloads, sources, pages, devices, and engagement

Automation & Workflow Optimization: - Designed VBA tools to batch-export PPT slides to PNG for OCR processing - Built Python + BeautifulSoup website crawlers with URL-structured extraction and repeated-section de-duplication - Created processes for converting heavy PDFs, PPTs, and Word files into lighter JSON/XML structures - Supported SharePoint List exploration as a relational database alternative for message management - Designed Power Automate flows using AI Builder to detect daily mentions and trigger summaries

Technical Problem-Solving & Tool Development: - Provided cross-platform expertise (Mac, Office 365, Adobe Acrobat Pro, Python, R, VBA) - Solved debugging challenges in Python (length mismatch errors, library conflicts) - Ensured secure

environments by avoiding Homebrew and managing MacPorts limitations - Evaluated Figma API and Mermaid.js workflows for visualization

Innovation & Digital Transformation: - Pioneered AI integration with Pharmetheus GPT assistant, democratizing 15+ years of brand strategy insights—first internal AI tool for brand planning at agency - Led Curiosity-Driven Innovation Initiative with 12 team members over 18 months, generating 5 client-facing innovations and fostering culture of continuous learning - Built WebReportingHub analytics platform reducing cross-brand reporting time 60% for 9-brand portfolio using DuckDB and Python automation

Process & Operational Excellence: - Designed ASCO 2025 Congress reporting framework standardizing medical insights delivery across 6 oncology brands, reducing prep time 40% - Created Promo Fingerprint Visualizer for MLR compliance tracking, contributing to 15% reduction in review cycle time

VP, Group Account Supervisor

Harrison & Star (Omnicom) | New York, NY *2020-01 – 2021-01*

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

Team Leader, Sr. Dir., Commercial Clinical Strategy

WebMD/Medscape (Internet Brands) | New York, NY *2018-01 – 2019-12*

- 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

Director, Commercial Clinical Strategy

WebMD/Medscape (Internet Brands) | New York, NY *2016-01 – 2018-01*

- Managed strategic pharmaceutical partnerships
- Conducted impact analysis with IQVIA
- Developed media strategies for clinical brands

VP, Project Management, Group Supervisor

Patients & Purpose (Omnicom) | New York, NY *2015-01 – 2016-12*

- 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

Project Management, Group Supervisor

Patients & Purpose (Omnicom) | New York, NY *2014-01 – 2015-01*

- Supervised project management team for pharmaceutical brands
- Managed digital project timelines and budgets

Senior Project Manager

Patients & Purpose (Omnicom) | New York, NY *2012-01 – 2014-01*

- Managed digital projects for pharmaceutical clients
- Coordinated cross-functional teams

Marketing Manager - LIPITOR / CADUET

Pfizer | New York, NY *2008-01 – 2012-01*

- 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
- Managed $10M+ marketing budget
- Pioneered first-ever branded podcast for Pfizer
- Developed EMR-based competitive messaging with AllScripts (industry first)
- Led digital multichannel transformation for legacy brand approaching LOE

Associate Marketing Manager, VIAGRA

Pfizer | New York, NY *2004-01 – 2008-01*

- Supported VIAGRA brand marketing initiatives
- Managed tactical marketing programs

Administrative Assistant, VIAGRA

Pfizer | New York, NY *1998-01 – 2004-01*

- Provided administrative support to VIAGRA brand team
- Coordinated marketing operations

Key Initiatives

Curiosity-Driven Innovation Initiative (2023-2024) – Initiative Lead 12 team members participated over 18 months

Promo Fingerprint Visualizer (2023) – Developer & Analyst Identified compliance bottlenecks across multiple brands

WebReportingHub Multi-Brand Analytics Platform (2023-2024) – Architect & Lead Developer Unified reporting across $2M client portfolio (9 oncology brands)

CX Ecosystem Sunburst Visualizer (2024) – Developer Transformed dense relationship data into intuitive visual navigation

Technical Skills

AI/ML: Custom GPT Development, Prompt Engineering, LLM Strategy, AI/ML Implementation, AI Tool Implementation, Knowledge Base Architecture, API Integration (OpenFDA, DailyMed SPL, RxNorm)

Analytics: Google Analytics 4, IQVIA Analytics, ROI Modeling, Data Analysis, Regression Modeling, Segmentation Analysis, Performance Reporting, Impact Analysis

Data Engineering: Python (pandas, DuckDB, BeautifulSoup), R, SQL, ETL Pipeline Design, Data Normalization, Power Query, Data Visualization (Plotly, Sunburst Charts), Hierarchical Data Visualization, Interactive Dashboards

Tools & Platforms: Streamlit, VBA, Power Automate, SharePoint, YAML, Git, Office 365, Adobe Acrobat Pro, CRM Systems, DAM Systems, Quarto, Beamer

Web/Digital: WebAR (8th Wall), Digital Project Management, eDetailing, CTV/OTT Strategy, Interactive Advertising, Website Crawling

Therapeutic Area Expertise

Oncology (4 years) - Expert - Brands: Multiple oncology brands across 6 clients

HIV/AIDS (1 years) - Proficient - Brands: Leading HIV treatment

Cardiovascular (4 years) - Expert - Brands: LIPITOR, CADUET

Men's Health (4 years) - Proficient - Brands: VIAGRA

Education

Master of Business Administration in Business Administration University of Phoenix | None

Bachelor of Fine Arts in Arts New York University, Tisch School of the Arts | None

Languages

English (Native), French (Intermediate/Advanced), Italian (Beginner)

Resume generated from databank v2.1.0 on 2025-12-03