



insight

MARKETING

As was recapped in the 2016 Year End Company Meeting, the Marketing team ended the year strong, seeing continued success in our social channels, overall processes and an uptake in both the implementation of client email tactics and member interactions within the community.

As we continue to progress throughout 2017, here are some things you can expect to see from the team:

- Continued process enhancements for content sourcing, posting and member email setup
- Evolvment of our social channels, primarily facing the HCP audience
- Enhanced email strategy spanning our send schedules based on historical data, improvements to email structure based on best practices and an updated look and feel to our templates
- Increased emphasis placed on strengthening relationships with HCPs through our Medical Advisory Board and Community Ambassadors
- Improved contact to member conversions and in-community engagement through a variety of tactics created to ensure members are educated on our community features, continue to find value in the content and resources we provide to them, and offer new ways for members to interact with each other.

MARKETING

All of these areas will allow the Marketing team, in collaboration with all teams, will help Skipta achieve the goal of increasing social relevance.

**ELIZABETH CICCIO /
VICE PRESIDENT, MARKETING**



"All our dreams can come true if we have the courage to pursue them." - Walt Disney

THEODORE SEARCH / CEO

CULTURE CORNER

Thank you everyone for your participation in the 2016 culture initiatives and programming. I hope you found the content and experiences to be both helpful and educational!

As we go into 2017, there will be a continued focus on improving communication, living our values, providing learning opportunities, and teamwork. As I mentioned at the Q4 meeting, please don't forget to take advantage of the professional development opportunities through the free courses & different certificate programs available on EdX (<https://www.edx.org/>).

Some sample courses available are:

- Marketing course:
Managing the value of customer relationships
- Computer science course:
HTML5 Introduction
- Communication course:
Interpreting and Communicating Data Insights in Business
- Communication course:
Inclusive Leadership Training

Please keep an eye out for upcoming information on upcoming workshops and wellness initiatives! For those of you who are interested in enrolling in the coaching program and would like to sign up, please don't hesitate to e-mail me to talk about your goals.

As always, if you ever have any thoughts, concerns, or ideas to share – please don't hesitate to reach out to me to discuss them. Here's to a great start in 2017!

**MELISSA DOMAN / DIRECTOR OF
CULTURE & EMPLOYEE DEVELOPMENT**

I GOT BACK UP!

Mike Edwards, CEO eBags.com

Like most of us, I've had a life of ups and downs. I often get interviewed about the successful momentums in my career, but it's the really a summation of failures. It takes a lot of tries to create big wins. The world is equally punishing when things are not going so well. I can tell you, during my two years running Borders during bankruptcy, nobody liked anything I did. It was a no win situation and emotionally draining, but after getting knocked to the ground, I got back up.

This pattern of toughness started at a young age. In January 1973, I came home from school to the tragic news that my father had passed away. Even at 12 years old, I had a couple of choices in life, but like many young boys, I started down a bad path of despair. When I almost did not achieve a high school diploma, I knew something had to change. After high school, I worked on the assembly line at Franklin Instrument Company and took classes at Bucks County Community College. I was able to save enough money to pay my way through college, but no school would accept me. I wanted to go to Drexel University, but my SAT scores and high school performance portrayed me as a hopeless case. Drexel saw past this when I had the guts to demand a second chance, and they were willing to take the risk. The door opened, I got back up, and graduated with honors. Today I am proud to serve on the board of the Close School of Entrepreneurship at Drexel, my alma mater.

My career started at the May Department Stores where I often worked seven days a week, because I loved it. I learned early that politics and jealousy could derail careers for the super aggressive. I was lucky to have a few mentors who encouraged me to keep going. Later, while working for Target, I resigned my position after facing relentless backstabbing from my manager and his cohorts. I was done with retail. I had given up on my career and frankly, doubted my own abilities at this point of the journey. I was on a roll, however, as I prepared to travel to Comdex in 1997, my spine gave out and I couldn't walk anymore. At just 37 and on a career high, it was over and my dreams seemed so distant.

I was the father to two young girls and I could not even get off the floor to help them. My doctor said there was nothing I could do. He was wrong; I keep searching until I found a medical team who could help me. I had surgery and within 24 hours the pain was gone and I walked for the first time in a month. I was just days from it becoming my fate in life. I got back up and was convinced more than ever, it was time to make a difference.

I decided to join Golfsmith, thinking I could duplicate my CompUSA experience. I was fired in less than a year. The key lesson is if you don't embrace the culture and values of the company, you will not survive, regardless of how talented you are or how successful you have been in the past. I once had a boss tell me never to hire a long timer from Wal-Mart, because they could not adapt to a new culture. In his view, an executive needs to be fired a few times to learn to adapt to a new company. It took me two more companies to learn that lesson. But every time, I got back up and kept on trying to build on my strengths. Sometimes you have to suck it up, look in the mirror and change, or forever be the victim.

Fast forward, after coming off two of the best turn around performances in my career Joann Stores and Lucy Activewear, I joined Borders. After two years of the most painful business experience in my life, it was over. We liquidated Borders. I often get asked if I would do it again, and the answer is yes. I learned more about leadership and business than in any other period of my life. What doesn't kill you makes you stronger. However, let's be clear, this was a retail ass kicking. It was the first time in my career that I was not able to improve business results. I was down and out and thought my career was over for good.

I moved to Solana Beach, California, to reflect and make choices for the next chapter of my life. In my heart, I did not want my last at bat to be a strike out. I rested and cleared my head, and along came Staples. I decided it was time to get back up and play the game I was born to play. I moved to Boston to join the team and get back in the majors.

My mother passed away shortly after my move back east, so fortunately I was close by and able to see her more than ever at the end.

That painful event made me look deeper into what I wanted in my life and career. As my time came to a close in Boston, I began looking for my next home run. I respected and admired the Staples executives, but something was missing for me emotionally. I need to get back up and start running a company again.

I am not a number two guy. I loved the CEO roles I was honored to have. Someone once told me you can never go back after you have been a CEO. In many ways, he was right, but I needed the Staples experience to bridge the Borders failure to my next assignment. I need to get back up, learn and apply the lessons to create even a bigger opportunity. Along came eBags, thanks to Jon Nordmark, the Chairman and founder. He knew my experiences - good and bad - would add value to the brand.

I joined eBags a little more than a year ago. Today the company is on a record pace after three years of flat growth. While this is my fourth CEO position, it feels like it's the best, because I am using my experiences to lead the team. When I took over the company, I saw defeat in their eyes. It was my job to create a vision and strategy that was aggressive, yet embodied the lessons of the past. At this stage of my career, I do it for the love of the game. I take tremendous pride in teaching my team the lessons that will shape them for their futures. My journey is about embracing change and celebrating both victories and losses. I have experienced my biggest wins after getting crushed in business.

My lesson is to just get back up and play your best in the next opportunity, even if the adversity seems impossible. The odds are over time you will win more than you lose. In short, never ever give up even against all odds anything is possible if your stay true to yourself .

Enjoy the journey.

Source: www.linkedin.com

A timely reminder for our culture of more. To be good at one thing- to be a good human- is more than enough.

[Detroit's Coat Lady](#)

Source: The
Encouragement Network



MILESTONES

BIRTHDAYS:

Matt Baggett - January 19th

Nick Doherty - January 26th

Elizabeth Hefner - December 30th

Jen Larson - January 21st

Sreeni Jakka - December 1st

Judy Weinstein - January 11th

WORK ANNIVERSARIES:

Jeannette Brandofino - December 2011 (6 years)

Elizabeth Edkin - December 2014 (2 years)

Elizabeth Hefner - January 2015 (2 years)

The Skipta Team would like to congratulate Kendal Phillips on her recent engagement. Congrats Kendal!



SUPERSTAR

Sreekanth Konda was our Q4 Skipta Superstar! Sreekanth lived Skipta's values and delivered an exceptional performance during Q4. Sreekanth received a \$500 bonus and a Skipta Superstar plaque. Remember, anyone can nominate a coworker for the Skipta Superstar award. The leadership team reviews all nominations and votes on the winner. The end of Q1 is December 31, 2016.

Congrats again Sreekanth!



TECHNOLOGY

The Skipta IT team is currently gearing up for a major product release to take place at the end of January. Release candidates will include all development stories from November, December and eligible items from our current Sprint 17.01. Highlights will include: Internal seed list functionality, Workaround for internal Quick Polls, Curbside Consult updates, Badging, Suppression for Demo Site, Placeholders for Tabs, Placeholder size, Messaging in Headers, Product Catalog UX Items, Careers Search, InStream video default tracking, Otsuka Custom Development. We'll get a release notes out prior to the actual product release!

Huge congratulations to Sreekanth for his Q4 Superstar Award! Sreekanth continues to exemplify the Skipta values as he provides vital support for many of the business and technology initiatives. A round of applause to Grace for her new role as Director of IT! Grace will focus on IT operations, client campaign execution, and will be responsible for overall delivery.

**SREENI JAKKA /
CHIEF TECHNOLOGY OFFICER**

Forgive yourself for not knowing what you didn't know before you learned it.

MAYA ANGELOU

A WORD FROM NICK



I invite you to follow my [Twitter](#) and [LinkedIn](#) handles. Please connect with me, Nick Doherty, Chief Administrative Officer. Here's the latest from my handles:

TWITTER

- [How physician surveys impact major issues](#)
- [Survey: More millennials turning to retail clinics for their health needs](#)
- [Organs on Demand? 3D Organ Printing Rolling Out Sooner Than Expected](#)

LINKEDIN

- [Google Developing a Pill That Would Detect Cancer and Other Diseases](#)
- [2017: The Year Ahead in Healthcare Information Technology](#)

**NICK DOHERTY /
CHIEF ADMINISTRATIVE OFFICER**

If you work really hard and you're kind, amazing things will happen.

CONAN O'BRIEN

SALES

Congrats from the Sales team to Liz and Grace for their promotions!

Also, many thanks to Liz and Kendal and all the operations team for working hard to get many programs live.

**MATT BAGGETT /
VICE PRESIDENT, CLIENT SOLUTIONS**

I'd like to give a special shout out to Liz and to Kendal.

Since early October, we have been cranking on close to 20 proposals. If that sounds like a lot, it is! The whole team has been incredible - from Cam, Nick and Nate to Jeff and others (I can't name them all). and I very much appreciate everything that they have done ... but I'd like to offer a special thanks to two people in particular, Liz and Kendal.

Without their efforts, there is no way that our proposals we submitted would have had anywhere close to their current quality.

Liz and Kendal have worked tirelessly, days, nights and even on weekends. When these deals close, I hope they realize how much a part of that success is due to everything that they have done. So a special thank you to a great team!

**DOUG KOPP /
RVP, CLIENT SOLUTIONS**