

James Farrelly

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EXECUTIVE SUMMARY

Accomplished and visionary technology executive with over 24 years of experience at Pfizer, rising from a staff developer to Vice President of R&D Platforms. Proven track record of leading high-performing global teams, driving digital transformation, and delivering large-scale, impactful solutions in AI, clinical trial management, marketing automation and sales. Adept at translating complex business needs into innovative technology strategies that enhance efficiency, accelerate business alignment, and drive growth.

SELECTED ACHIEVEMENTS

- **AI Program Leadership:** Served as Technical Lead for Pfizer's AI-powered Document Generation Program, a \$50M initiative targeting 50% efficiency gains across thousands of R&D document types.
- **Platform Development:** Architected and operationalized Pfizer's R&D Foundations Platform from the ground up, including technology selection, team recruitment, system design and the successful launch of over 30 R&D solutions.
- **Global Product Delivery:** Delivered PfizerPro.com V1 to 52 countries, attracting over 1.5 million unique visitors and significantly expanding digital engagement with Healthcare Professionals (HCPs). Delivered Veeva Salesforce to Europe.
- **Marketing Automation:** Spearheaded the delivery of a Marketing Automation and Personalization Platform that sent over 50 million personalized emails in its first year, featuring a full suite of permission management and analytics.
- **Clinical Systems Innovation:** Architected a fully integrated suite of clinical management tools that streamlined randomization, supply tracking, and site management processes.

EXPERIENCE

Pfizer, Collegeville PA (2001 - Present)

Vice President - R&D Platforms and Services (2024 – Present)

- Direct 5 global teams in custom development, integration, and innovation to deliver end-to-end R&D platforms.
- Personally lead multiple strategic projects, including the \$50 million AI Document Generation program to increase efficiency by 50%.
- Drive AI strategy sessions for multiple R&D business units, fostering innovation and alignment on advanced technologies.
- Oversee the creation of an R&D Rapid Prototype environment ("vibe code") to accelerate technical and business alignment.

Senior Director - Clinical Products and Solutions - 2019 - 2024

- Established, recruited, and built a team to manage the Clinical Trial Experience of Investigators, Clinical Site Staff, Patients and Pfizer Colleagues.
- Delivered Systems and Support for the execution of the Pfizer Covid Vaccine Trial to drive Patient Recruitment, Patient Consent, Patient Reimbursement, and Patient Data Collection.

Senior Director - Product Manager Team Lead - 2017 - 2019

- Created the Product Owner function across all of Pfizer's Commercial products.
- Built the Product Owner Roadmap and presentation for all commercial areas annually.

Director - Global Digital Center of Excellence Lead - 2013 - 2017

- Directed development of the PfizerPro HCP platform deployed to 60+ countries. The platform offers speed and compliance to marketers driving customer engagement.

Director - Architecture, Engineering and Development Lead - 2011 - 2013

- Designed a new group to deliver transformational technology across sales and marketing.
- Delivered Veeva CRM system to Europe, and first deployment of iPads to US Sales teams.

Manager - Innovation Lead Consumer Health R&D 2009 - 2011

- Delivered full Laboratory System Transformation include Laboratory Information Management Systems (Labware) & Electronic Lab Notebook (IDBS).
- Lead of Consumer Health Innovation Team, and founding member of Consumer Health Innovation Council. Trained Innovation Champion.

Clinical Architecture Lead - 2009 - 2011

- Multiple roles increasing in responsibility including developer, team lead, architecture lead.
- Created Clinical Trials and Safety solutions on various platforms.

Mckesson, San Francisco, CA - *Architect/Developer - 1997-2001*

OakTree/Oxford Health Plan, Philadelphia, PA - *Programmer/Team Lead 1995-1997*

EDUCATION

Applied Generative AI Certificate, Johns Hopkins University (Expected 2026)

AWS Certified Cloud Practitioner, Amazon Web Services (2024)

BA in Organizational Management, Cabrini University, Radnor PA

Computer Science Studies, Drexel University, Philadelphia PA

AWARDS

2022 Two Elevate Digital Awards - Program Tangerine, Mission Control

2018 Vaccination Award - Business Award for Canvas Program

2016 Pfizer Business Technology Game Ball - Marketing Automation System

2014 Commercial Excellence Award - Global Commercial Operations for PfizerPro

2009 CIO 100 Award - Study Optimizer

OTHER INTERESTS

Husband, Father, Set Designer & Builder, Hockey Player, Election Poll Worker