

# MAGGIE STAHL

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## PROFESSIONAL BACKGROUND

Maggie has 13 years of experience in client-facing and internal leadership roles. She is a proven problem solver and has vast experience in marketing strategy, project management, change management, and cross-functional team management. Maggie has a track-record of delivering projects on time and on budget, and is consistently seen as a "go-to" person for high priority initiatives. She is a clear and consistent communicator with all stakeholders to ensure alignment and accountability throughout a project. Through her collaborative approach, Maggie builds effective relationships across project teams. Because of her ability to adapt to projects, she excels in fast paced environments where she can act quickly to drive results and present creative solutions.

## SELECTION OF RELEVANT EXPERIENCE

### Change Management Lead, Process Improvement

Maggie was a key collaborator to implement a new structure and improve processes for 40+ employees across 2 departments in order to deliver projects faster while maintaining quality. Through stakeholder meetings with company leadership, the organization moved to a waterfall project management approach and a revised team structure. Maggie was responsible for implementing and communicating the new process improvements, impact on current deliverables, and impact within the project management software. As a result, the organization achieved more streamlined project delivery, reduced timelines by 2 weeks for key deliverables, and clearer communication cross-functionally.

### Project Manager, Software Implementation

Maggie led all internal implementation teams through the integration of new project management software, Monday.com. Maggie collected requirements and current process flows to ensure seamless and successful training and development through the implementation. She managed the process to build automated project templates that served all stakeholders as well as all current and future client needs. Through iterative stakeholder feedback sessions, she developed reports and dashboards to easily provide insight into project status, finances, resourcing, and other metrics. Maggie led the successful multi-tiered rollout of the software on time to 60+ employees within 5 departments.

### Strategy Lead, Corporate Branding

As a top pharmaceutical company was looking for clear branding for their pediatric clinical trial materials, Maggie served as the client and strategy lead. She led working sessions with key client stakeholders to understand goals, objectives, and corporate guidelines. Maggie also researched the target audience to develop insights to strategically drive the deliverables. This resulted in development of 7 characters that were used across all pediatric materials and disease states. Based on the research done, each character had a unique personality trait that was relatable to the study participants. These characters developed a clear brand identity for this pharmaceutical company that sets them apart from their competitors.

### Industry Experience

- Healthcare
- Clinical Trials
- Pharmaceuticals
- Marketing Agency

### Functional Expertise

- Program/Project Management
- Process Improvement
- Strategy Development
- Change Management
- Marketing Insights

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## SELECTION OF RELEVANT EXPERIENCE

### Program Manager, Multi-Account Lead

Maggie provided oversight across multiple multi-million dollar pharmaceutical accounts for marketing initiatives targeting health systems. During her tenure, her team was able to increase the account portfolio by 30% and increase the number of contracts with various teams at each company. With the additional work volume, Maggie was involved in the project kickoff and team development to seamlessly and efficiently transition off the day-to-day work. She continued to provide mentorship and ongoing oversight for each new contract to provide background and perspective. Her team was recognized throughout the organization for their understanding this niche healthcare space.

### Project Manager, Operating Plan Executive Presentation

A top pharmaceutical company's Internal Medicine division was building their operating plan presentation for their executive team. Maggie was the day-to-day lead to build the presentation that outlined the multi-million dollar plan. She met with key stakeholders from all levels of the organization to better understand the business objectives and utilized insights to understand how the healthcare landscape was evolving. Maggie collaborated with her stakeholders to develop a plan that consisted of 4 strategic imperatives, goals, tactics, and measurements for the following year. The insights based presentation resulted in a 25% increase in budget for this division from the previous year.

### Project Management and Strategic Lead, Industry Insights Generation

Maggie worked with a top pharmaceutical company's key account management marketing team to build a process to keep up with industry trends. Utilizing syndicated market research, advisory panels, and healthcare articles, Maggie and her team identified current insights that aligned to the team's strategies and built a library of references and key facts to support the insights. The library was reviewed and updated quarterly with new information to ensure accuracy of the developed insights. This process was continued for over 2 years so this team could easily show what data points and insights were driving their marketing efforts within executive presentations.

### Project Manager, HCP Advisory Panels

Maggie led the planning, implementation and readout of an annual healthcare professional (HCP) advisory panel for a top pharmaceutical company. She worked with her stakeholders to build a project plan, process, and templates that could be leveraged annually to make the event turnkey. She supported all aspects of the event to ensure all cross functional teams were on time and on budget. She was also responsible for building the day's agenda and presentation. After the event, Maggie led the development of the readout presentation that was presented to executive leadership and used to build brand and corporate strategies.

### Project Manager, Process Implementation

Maggie's team led the organizational pilot in switching to an Agile project management approach. Maggie worked with leadership to understand Agile, received formal training, and communicated day-to-day changes with her team. The team utilized daily scrums, sprints, and KanBan boards to identify project priorities and planning. After a few iterations based on team feedback, the 6 month Agile pilot was rolled out across the organization.

### Technology Expertise

- Microsoft Office 365
- Google Workspace
- Monday.com
- Smartsheet
- Veeva

### Methodologies

- Agile
- Waterfall
- Business Analysis
- Process Improvement

### Deliverables

- Business Plans
- Brand Plans
- Operational Plans
- Marketing Plans
- Project Roadmap
- Budget Forecasts