



Robert Harrison

Strategy Director

Digital Strategy | Channel Development | Strategic Leadership

Top performing marketing leader with significant experience developing and creating comprehensive value propositions and digital marketing plans for pharmaceutical, health care and other high-profile companies. Proven ability to identify and utilise technology trends to develop new digital products and generate revenue. Expertise in redesigning and structuring business operations to ensure efficient and cost effective structures that ensure success. Instrumental in increasing company revenue and ROI through brand management.

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|-----------------------------|----------------------------|------------------------|
| ▪ Digital Marketing | ▪ New Business Development | ▪ App Development |
| ▪ Mobile & Content Strategy | ▪ Brand Management | ▪ Personnel Management |
| ▪ Strategic Leadership | ▪ Operations Management | ▪ Planning & Analysis |
| ▪ Multi-Channel Marketing | ▪ Product Strategy | ▪ Client Relationships |
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PROFESSIONAL EXPERIENCE

Kyowa Kirin International (KKI)

5/2020 to 12/2021

Interim Digital Director of Rare Diseases Business Unit

Kyowa Kirin International is a research-based life sciences company, with special strengths in biotechnologies. In the core therapeutic areas of oncology, nephrology, and immunology/allergy, KKI leverages leading-edge antibody technologies, to continually discover innovative new drugs and to develop and market those drugs worldwide. As Interim Head of Digital for Rare Diseases Business Unit, I am responsible for the following key project streams:

- **Development, creation and implementation of strategies and tactical plans to support Commercial and Medical Education teams** in the execution and embedding of digital projects/capabilities centrally and local markets (including patient and customer journey mapping)
- **Research, strategy and direction of KKI universal patient web experience**, across treatments and disease areas designed to: Create greater disease awareness and early empowerment; Support more successful treatment plans; Build confidence around KKI's products; and Drive adoption of KKI treatments by HCPs
- **Creation of strategic roadmaps for AI deployment** across KKI along with the design and development of integrated website and self-led detailer Chatbot solutions for Moventig, Abstral and PecFent (RevHealth) and Poteligeo brands (conversationalHealth and Ignifi) across 7 key EU markets
- **Drive and manage foundational Data and Analytics** projects for reporting and data management: 1) Building web dashboards as KKI hub websites are rolled out; 2) Initial personalisation marketing efforts via Google Analytics, Veeva, & KKI Data Warehouse; and 3) Identify opportunities to Build Single Customer View
- **Shared responsibility in preparing agency project plans, project estimates, statement of works (SOWs) financial budgets** aligned to the Digital Transformation Team and Commercial Teams objectives and goals

THE GOOD CARE GROUP

9/2018 – 11/2019

Interim Director of Sales and Marketing

Responsible for revamping the Marketing (new website launch, all digital and offline marketing collateral), Client Services (in-bound lead generation) and Business Development (sales and referral business partnerships) functions. Increased Client Acquisition by 15% over the past 12 months. The Good Care Group is the UK's leading provider of 24 hrs Live-In Care dedicated to offering the highest standard of care so that its clients enjoy the best quality of life.

DDB TRIBAL WORLDWIDE HEALTHCARE

8/2016 – 12/2017

Head of Tribal Healthcare

Provided strategic leadership to ensure sustainable company growth by identifying emerging digital trends and technologies. Led multi-channel opportunities to increase market share, develop and maintain relationships with new and existing clients.

- **Increased revenue by £1.25M** in developing new digital products and generated £0.75M in new client revenue
- **Developed and led team of 10 cross-functional professionals** and restructured agency's digital offerings
- Led development of **four new digital products** that attracted new clients and substantially grew market share

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RAZORFISH HEALTH GROUP

8/2013 – 8/2016

Head of Client Engagement and Delivery EU

Spearheaded growth and operations for leading European digital health agency. **Attained company goals by delivering services to new clients and developed £2.3M revenue over the final financial year.** Oversaw restructure of EU operations, managed shift from in-house digital production to outsourced model, successfully redeploying over 120 staff members.

- Maintained £14M in revenue and 25% profit margins during company restructuring
- Collaborated with Merck on digital transformation including the revision and redeployment of corporate, divisional and brand websites. Creative force behind the phased development of new Careers site and Financial site. Developed and implemented storytelling and content marketing efforts across 7 crucial markets
- Developed and implemented launch plan for 2 Sandoz OTC flagship brands, including management of entire digital ecosystem, mobile and content strategy, earned and paid media, and commercial KPIs
- Created Humira global multi-channel marketing programme for AbbVie. Delivered training to global and local marketing teams on MCM best practice

BRITISH AMERICAN TOBACCO

Contract Work 6/2012 – 7/2013

Digital Consultant

Created and implemented successful digital marketing strategies for four leading brands. Established turn-key operations for brand websites, mobile apps, and social mechanics.

- Company leader in **launching and managing comprehensive digital strategy** into company operations
- **Utilised innovative digital tools in local market promotions**, including augmented reality, near field communications, geo-tagging, virtual galleries, and product information

BUPA

Contract Work 5/2011 – 6/2012

Global eCommerce and Digital Change Manager

Global eCommerce and Digital Change Management on an interim basis. Focusing on driving digital change projects for Bupa UK, Australia, Hong Kong and Bupa Care Services UK. Coordinated efforts of four distinct business units; including operations for Bupa UK, Australia, Hong Kong, and Bupa International Care Services.

- **Increased web traffic by 318%** and leads from desktop search by 288% through deployment of digital strategies
- **Fostered 38% ROI increase** and 109% growth in click-through rates through targeted digital marketing
- **Developed brand values, proposition and digital estate for Bupa Care Services**, resulting in 20% improvement in Net Promoter Score and 15% growth in web traffic and engagement

ADDITIONAL EXPERIENCE

Head of Planning Golley Slater ▪ Golley Slater (London UK)

Planning Director ▪ Dunnhumby (London UK)

Global Client Partner ▪ Draft Worldwide for American Express Small Business Services (London UK and New York USA)

Senior Planner ▪ Brann EHS (London UK)

Global Marketing Director ▪ Ajinomoto Frozen Foods (Tokyo Japan, Bangkok Thailand and Portland USA)

Sales Director ▪ Herbert Smith Engineering UK (Hull UK)

EDUCATION & CREDENTIALS

MSc, Marketing and Product Management, Cranfield Business School

BA (Hons) Economics & Public Policy, Leeds University

PROFESSIONAL DEVELOPMENT

Director as Strategic Leadership Programme, Cranfield Business School

Sales Skills: SPIN Skills; Pitch Skills; Business Development; and Key Account Management, Huthwaite International