732.742.9688   **Matthew K. Balogh, MBA**   Matt.Balogh@gmail.com

PROFESSIONAL PROFILE

DIGITAL HEALTH STRATEGIST combining a Marketing MBA and a Computer Science degree into 17 years of data-driven innovation and multichannel marketing for top pharmaceutical brands and healthcare devices.

VISIONARY LEADER solving business challenges through digital transformation, creative partnerships, data-driven insights, unexpected innovation, and deep, actionable digital skills.

EFFECTIVE COMMUNICATOR, nationally recognized speaker, blogger, and podcaster, who bridges gaps between cross-functional team leaders to create measurable business solutions with leading-edge technology.

RECENT PROFESSIONAL HISTORY

Melinta Therapeutics (formally The Medicines Company)   March 2016 – Present
A biopharmaceutical company specializing in infectious disease and cardiovascular treatments.
Senior Director, Content Engineering
Architecting multichannel strategies, digital solutions, and analytic reports for commercial infectious disease brands and the medical affairs team. Building CRM workflows, marketing data systems, web portals, mobile apps, and learning platforms for field-based MSLs and the office-based medical information.
- Centralizing data to create a unified CRM/marketing automation and multi-channel analytics platform.
- Designing, nurturing, and implementing a state-of-the art intelligent component content management system (CCMS) for content governance and reuse across all business units.
- Leveraging usability testing and analytics to build user journeys, experiences, and content mapping.
- Cultivating, managing, and evangelizing non-traditional partnerships leading to measurable business results.
- Accelerating cultural and procedural digital transformation aligned with legal and regulatory requirements.

Ogilvy CommonHealth Worldwide   March 2011 – March 2016
Part of WPP Health, the largest global healthcare marketing and behavior change agency network.
Chief Technology Officer
Researched, recommended, and deployed technical and strategic teams that delivered innovative digital solutions for top pharmaceutical brands. Reduced friction and removed barriers across cross-functional units, technology partners, and technology suppliers to maximize business results while lowering costs.
- Founded and led the Digital Innovation Lab that incubated award-winning solutions for global brands.
- Championed and grew digital strategy and user experience specialties for strategic business advantages and cost savings.
- Identified and structured digital partnerships with Google, Apple, and IBM Watson.
- Advised and mentored digital health startups through various incubators and shark tanks.
- Led a diverse multi-channel, multi-national technology implementation service network in the US, Romania, and London.
- Provided strategic digital solutions for AstraZeneca, Bayer, Forest, GlaxoSmithKline, Janssen, Medtronic, Merck, Novartis, Pfizer, and Teva.

MRM Worldwide   March 2010 – March 2011
Top 10 digital agency by size, focused on Customer Utility in digital relationship marketing.
VP, Director of Technology
Grew, organized, and supported the digital wing of the organization by overhauling processes, facilitating collaboration, cultivating partnerships, and assembling a strong technical team.
- Audited and refined digital processes to facilitate digital transformation and gain interoffice efficiencies.
- Identified and evaluated new technologies, vendors, and partnerships based in user-experience insights.
- On-boarded and led the digital services team for The Home Depot, one of the largest global retailers.
- Delivered CRM strategies and solutions for The Home Depot, IBM, BMS, US Army, Novartis, Diageo (Baileys, Smirnoff, Crown Royal), Novartis, and Janssen.
- Provided leadership and oversight of all development teams.

OTHER POSITIONS INCLUDE

Seraphim Internet Solutions, LLC   February 2002 – January 2011
Co-Founder
Co-founded Seraphim to provide nimble digital solutions, including demand generation, social media, and cloud technologies. Worked with a variety of small-business clients on project-based tactics.

Euro RSCG Discovery   September 2002 – March 2010
Senior Software Engineer
Grew the organization and exceed the business needs of our clients by championing new technology approaches to marketing. Delivered tactics as Lead Engineer and Architect on multiple CRM suites.

Simstar Internet Solutions   March 2000 – February 2002
Associate Development Manager
Restructured technical team to team to provide complex digital solutions for pharmaceutical brands. Documented best practices in client communication and technical requirements. Served as lead engineer, software architect, peer mentor, and technical project manager.

EDUCATION & CERTIFICATIONS

Fairleigh Dickinson University, Silberman College of Business - Madison, NJ   November 2008
- Masters of Business Administration (MBA) – 3.93 GPA
- Concentrations in Marketing and Entrepreneurship
- Beta Gamma Sigma International Honor Society

Rutgers, The State University of New Jersey, Cook College - New Brunswick, NJ   January 2000
- Bachelor of Science, Computer Science
- Minor, Environmental Business Economics

MIT Professional Education Digital Programs   May 2016
- Internet of Things: Roadmap to a Connected World

Stone River eLearning   April 2016
- Health IT Security Proficiency (CHITSP)

Google Glass Explorer Program   January 2014
- Google Glass Explorer
- Android and Glass Developer

Hands On Technology Transfer, Inc   June 2006
- Enterprise JavaBeans and J2EE training certification

Adobe CQ5.5 Training, part of the Adobe Online Marketing Suite   Jan 2013 – Feb 2013
- Adobe CQ 5.5 Developer Training
- Adobe CQ 5.5 Advanced Developer Training

RECENT SPEAKING & PUBLISHING

As a digital leader specializing in innovation and user experiences I directly influence the causes, effects, and overall results of multi-channel decisions and, as an MBA and healthcare executive, I possess the knowledge and background to understand these decisions, analyze the results, and impart the resulting wisdom to others.
- Podcast & Blog
  - *Rx Digital Marketing (RxDigitalMarketing.com)*
- Public Speaking
  - *Intelligent Content Conference (ICC), Las Vegas, NV*
  - *1st Annual Enterprise Marketer Poker Game, Las Vegas NV*
  - *5th Content Marketing for Life Sciences, Philadelphia, PA*
  - *Clinical Trials & IOT Forum, Cambridge, MA*
  - *Digital Pharma East, Philadelphia, PA*

"Matt is a renaissance man. Possessing a tremendous technical background, a mastery of digital marketing, a keen sense of usability and design. All of these skills, critical to the modern marketer, with the warmest of personalities."
— Chris Cullmann, Head of Digital Strategy at Ogilvy CommonHealth

"Technology in marketing is not just about the latest widgets, platforms, or coding languages. It is about enabling consumer communications that driven business results for our clients. Matt fundamentally understands this, and through a delicate balance of client needs, technology innovation, and shear passion for the digital space, he is able to drive and evangelize the adoption of best-in-class technology solutions."
— Solange Claudio, EVP, Client Management at Moxie Interactive

"Matt is a captivating presenter, a techno-genius, a true visionary, and an inspiring leader. Those who know him, love and respect him. Those who are just getting to know him try to recruit him for their own … he exudes a quiet confidence and tireless strength. And yet, he lacks the inflated ego that comes so easily to those with equal (or even lesser) pedigree."
— Elizabeth Castillo, VP, Director of Digital Strategy at Coyne PR

"Matt's innovative approach dovetails seamlessness with his fundamental understanding of how the digital space intersects with the business objective. From strategic planning to technology solutions through user experience, Matt excels with quiet confidence, leading others to accomplish great things."
— Dreux Sawyer, UX Analyst/Architect at Ogilvy CommonHealth Worldwide

"Matt is so much more than just a Director of Technology. His skillset spans technology, innovation, user experience and strategic planning (although there is so much more)."
— Skot Kremen, VP, Director of User Experience at Ogilvy CommonHealth Worldwide

"Matt is one of those rare technologist that can synthesize client needs, understand EVERYTHING that is going on in the technology space, and provide strategic solutions and practical application of those solutions. He is incredibly smart, a delight to work with, and seems to always have the answer to any tech question or need."
— Winnifer Thomas-Cox, Senior Vice President, Account Director at Moxie Interactive