

**PROFESSIONAL PROFILE**

EXPERIENCED digital marketer combining 20 years of executive-level leadership with a Marketing MBA and hands-on data and technical management. Specializing in strategy, innovation, transformation, and implementation.

VISIONARY LEADER focused on digital transformations and growth through process and platform optimization, digital partnerships, data-driven insights, and multi-channel strategies to build scalable solutions.

SKILLED COMMUNICATOR, speaker, blogger, and podcaster, leveraging deep knowledge of business, technology, and healthcare to bridge the communication gap between leading edge digital technologies and company needs.

**RECENT PROFESSIONAL HISTORY****Melinta Therapeutics, Inc.****January 2018 – Present*****Head of Digital Marketing (November 2020 – Present)***

Head of digital strategy and implementation for non-personal and the digital enablement of personal Sales & MSL teams combining my marketing experience with data, analytics, and technical background.

- Lead corporate rebranding including positioning, logo, tagline, PR, digital, social, and training.
- Head of digital marketing and strategy for five US marketed brands.
- Leverage data, analytics, and interviews to build a comprehensive patient and professional journeys.
- Build and execute digital strategy to align and optimize against brand and organizational goals.

***Senior Director, Analytics and Digital Strategy (December 2019 – November 2020)***

Commercial digital strategy and data systems lead focused on the integration of data-driven insights and efficiencies within the organization.

- Data strategy and daily operations to align commercial data sources, contracts, platforms, and reports.
- Optimization and execution of quarterly Sales IC plans including territories, goal setting, and attainment.
- Data wrangling, analysis, and automation for data-driven insights and recommendations.

***Senior Director, Digital Strategy and Innovation, Medical Affairs (January 2018 – December 2019)***

Focused on the optimization of resources through effective digital processes, platforms, and programs to understand both internal and external unmet needs and implement solutions.

- Optimize and automate workstreams and process to build a high-performing, multi-faceted organization.
- Oversight of digital resources including web, mobile, social, Veeva, LMS, data, and analytics platforms.
- Digital strategies for Medical Affairs, Medical Information, and MSL enablement.

**The Medicines Company****March 2016 – January 2018*****Senior Director, Digital Strategy and Innovation, Medical Affairs***

Led Medical Affairs digital strategy to build multi-channel insights, solutions, and reporting. Focused on digital partnerships, CRM, web, mobile app, training, medical information systems, analytics, and customer-facing tools.

- Centralize data to create a CRM/marketing automation and unified multi-channel analytics platform.
- Architect and implement intelligent component content management system (CCMS) for content reuse.
- Leverage usability testing and analytics to build user journeys, experiences, and content mapping.

**Ogilvy CommonHealth Worldwide****March 2011 – March 2016*****Chief Technology Officer (CTO)***

With new technologies bringing forth new opportunities and barriers, my role was to understand the nuances and complexities of, and effectively deploy innovative digital solutions within global healthcare organizations.

- Founded and led the Digital Innovation Lab that incubated award-winning solutions for global brands.
- Built digital partnerships ranging from digital health startups to Google, Apple, and IBM Watson.
- Transformed the organization through digital processes, systems, and offerings.
- Evaluated build vs. buy vs. partner and led a multi-national technology services team.

## OTHER POSITIONS INCLUDE

**MRM Worldwide – VP, Director of Technology** March 2010 – March 2011  
Audit and refined digital processes and built a digital team while leading The Home Depot, one of the largest global retailers. Delivered CRM solutions for The Home Depot, IBM, BMS, US Army, Novartis, Diageo (Baileys, Smirnoff, Crown Royal), Novartis, and Janssen. Identified new technologies, vendors, and partnerships.

**Seraphim Internet Solutions, LLC – Co-Founder** February 2002 – January 2011  
As an MBA and professional software engineer, I co-founded Seraphim to specialize in innovating demand generation, social media, and cloud technologies larger organizations were not agile enough to take on. Working with a variety of clients gave me the opportunity to expand into small business relationship management.

**Euro RSCG Discovery – Senior Software Engineer** September 2002 – March 2010  
As a senior innovator, leader, mentor, and senior software engineer I worked hard to grow the organization and exceed the business needs of our clients by championing innovation and data-driven approaches to marketing as the Lead Engineer and Architect on multiple CRM suites servicing global clients IBM and Diageo among others.

**Simstar Internet Solutions – Associate Development Manager** March 2000 – February 2002  
As a team leader, resource manager, senior software engineer, and role model in the fast-paced restructuring and rapid growth of a major pharmaceutical Internet solutions company my primary responsibilities included client communication, requirements analysis, lead engineer and architect, mentor, and project manager.

## EDUCATION & CERTIFICATIONS

**Fairleigh Dickinson University, Silberman College of Business - Madison, NJ** November 2008  
The AACSB internationally accredited Silberman College of Business is nationally ranked Top 20 by The Princeton Review and Entrepreneur Magazine, and honored in Princeton Review's 2007 edition of Best Business Schools.

- MBA with concentrations in Marketing and Entrepreneurship – 3.93 GPA
- 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

**Harvard University, HarvardX Professional Certificate in Data Science** September 2019

- Data Science: R Basics, Data Visualization, and Probability

**Wharton Online Digital Marketing Professional Certificate Program** March 2018

- Marketing Analytics: Data Tools and Techniques
- Selling Ideas: How to Influence others and Get Your Message to Catch On

**MIT Professional Education Digital Programs** May 2016

- Internet of Things: Road Map 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

**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

**Hands On Technology Transfer, Inc** June 2006

- Enterprise JavaBeans and J2EE training certification

## SELECT LINKEDIN.COM RECOMMENDATIONS

“Matt is an amazing digital marketing strategist. He fully immerses himself in technology experiences so that he can deliver the most effective solutions for his clients. He is passionate, curious, and energetic. I learned a lot working with Matt.”

— Buddy Scalera, Associate Director, Social Media Solutions at Novartis

“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, EVP, General Manager at RevHealth

“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 sheer 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 seamlessly 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, UX/UI Manager at Brother International Corporation

“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