**CROOM M. LAWRENCE**

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**SUMMARY**

I co-innovate with CEOs to create transformative digital experiences for some of the world’s most ambitious brands.

**CORE COMPETENCIES**

Data-driven, creatively-led marketing executive with over 24 years of experience in customer engagement strategy, digital transformation, and marketing-sales integration to drive commercial impact and shareholder value.

* **Leads Marketing & Digital Centers of Excellence to champion People Based Marketing** capabilities leveraging personalization, identity, data, and ML/AI to optimize journey-based customer experiences
* **Specialized in advancing marketing maturity** for enterprise healthcare clients aligning customer strategy, creative, media, PR, analytics, and tech platforms to differentiate CX and drive commercial impact
* **Achieves scaled impact and positive ROIs in all digital and traditional channels** (Digital Media, Website, Search, Display, EM, DM, TV, online video and SMS. Recognized for marketing and commercialization leadership.
* **Big idea-driven, seeks to inspire teams to see things differently**, to affect behavior change, and to reshape the way businesses engage with their customers through an understanding of human insights and data.

**HIGHLIGHTS**

* Launch & Rapid Commercialization: led digital strategy for 15+ Launch Brands in BioPharma
* People Leadership: led digital strategy teams including 15 health/nonprofit strategists at VP, Director and Manager levels
* Transformation: led strategy for 3 future state transformation engagements in 2020
* Thought Leadership: published over 30+ publications, white papers and awards
* Health Condition Expertise: 35 health conditions over 24 years focused in healthcare
* Commercial Impact: Delivered strategies valued at $500M+ in commercial impact & achieved positive ROI’s for 20+ healthcare clients (Pharma, Payer, Provider, Device, Lab)

**EMPLOYMENT HISTORY**

**AltheaDx, San Diego, CA Aug 2021 to Aug 22**

*SVP, Head of Marketing*

Led marketing launch of pharmacogenomics product IDgenetix. Developed a world class customer experience, driving conversion and profitable growth for shareholders. Helped close acquisition by Castle Biosciences for $140M in 2022.

**MERKLE HEALTH, New York, NY**

*Head of Healthcare Strategy, Americas* ***2017 –* July 2021**

Led 15 strategy planners dedicated to client creative, media and transformation strategy scopes in Pharmaceutical (Patient and HCP), Hospital, Payer, Wellness and Health Nonprofit

* Lead end to end customer engagement and communications planning for top-tier healthcare clients
* Clients: Sanofi, Abbvie, Takeda, BMS, Cancer Treatment Center of America, MD Anderson, Northwell Hospital, Laser Spine Institute, , Lymphoma & Leukemia Society

*Digital Solution Leader, Healthcare*  ***2013-2016***

Digital strategy lead for Merkle Health

* Promoted to lead vertical strategy & solutions for Healthcare clients, leading and supporting pitch teams to win $4M+ in revenue (New logo: Alergan, Takeda, Northwell Hospital, Pfizer)
* Deliver high performance, data-driven marketing campaigns by integrating strategy, research, creative, performance analytics, and marketing automation
* Clients: Boehringer, Sanofi, BMS, Abbvie, and Merck

**IRONWOOD PHARMACEUTICALS, Cambridge, Ma**

*Sr. Director, Customer Experience Architect* ***2011-2013***

Senior digital team leader driving planning and execution for full scale Primary Care launch of patient and professional e-marketing tactics budgeted at $15MM

* Led co-promote team and 6 agency partners to develop complete range of brand sites, display, search, email, iPad app, social and content integration partnerships for desk top and mobile devices for HCP and Patient
* Led $13.5M launch investment in digital channels in a 12 month online media campaign

**WUNDERMAN HEALTH, Washington, DC**

*VP/ Strategy and Insights*  **2006-2011**

Senior strategy and account lead for client, agency and research teams delivering actionable insights, effective communication strategies and creative breakthrough for the agency’s Fortune 500 biologic and Rx clients

* Led planning and execution of the most successful Digital/TV marketing campaign in GSK history by investing $18M in online/offline media, driving 5M unique visitors, 1M registrations and lifting NRx share by 1.2%
* Executed a multi-channel adherence program for Sanofi-Aventis delivering 3 incremental Rx’s for registrants within first 6 months, and growing total patients on therapy from 250,000 to 1.6M patients at an ROI of greater than 4:1
* Developed all aspects of cholesterol brand pre-launch and launch campaigns valued at more than $50M in unbranded investment and $100M in branded investment
* Achieved ROI’s for biologic brand ranging from 2:1 to 4:1 using acquisition to retention
* Clients: Biogen IDEC (Tysabri, Avonex), Abbott (Trilipix, Humira), Novo Nordisk (Victoza), Bayer (Yaz), Amgen (Epogen), GSK (Requip, Levitra), Forest (Namenda), Berlex

**WYETH**  **2002-2004**

*Senior E-Marketing Manager – Consumer Communications & e-Marketing*

Delivered $120M+ in incremental revenue and 10:1+ ROI

* Team of 3 responsible for designing e-business center of excellence across all Wyeth brands; led allocation of e-marketing budgets of $5M in 2003 growing to $17M in 2004
* Received two special recognition awards for leadership in integrated relationship marketing
* Brands: Altace, Premarin, Alesse, Hemophilia Franchise, Flumist (launch)

**MERCK,** Landsdale, Pennsylvania, and MSD Latin America

E-Marketing Manager responsible for development and launch of Mercks early personalization initiatives MerckSource and MerckMedicus 2001-2002

* Market Research and Global Campaign Operations (1996-1999)

EDUCATION

* Wharton School Executive Education, University of Pennsylvania, Value Creation (February 2004)
* MBA, Marketing, American Graduate School of International Management – Phoenix, Arizona (1996)
* B.A., Government and Foreign Affairs – University of Virginia, Charlottesville, Virginia. (1993)

**AWARDS, PUBLICATIONS AND THOUGHT LEADERSHIP**

**2004-2020**

* Led Round Table on Point of Care sponsored by PM360 Magazine (Sept 2019 and 2020)
* People Based Marketing Demystified (MM&M)
* CVS Health and Aetna will Redefine the Healthcare Experience for Consumers (Blog)
* Point of Care Marketing Round Table/ Moderator (PM360 Magazine)
* Embracing the Next Generation of Marketing: Insights from the Digital Roundup - Merkle Nonprofit 2017 Online Fundraising Benchmark Report
* The Future of Personalized Healthcare Marketing, Merkle Health (WP)
* Trends in Personalization and Multi-Channel Marketing, 1Q2016
* Innovators 2015 Services: Merkle One Addressable Media (PM360)
* 2016 Top Trends: Performance Drivers in People Based Marketing White Paper, 2Q16)
* 5 Trends Driving a Resurgence in Multi-Channel Marketing in 2016 (Trade Pub)
* People-based Marketing: A New Inflection Point in Marketing History (Blog Post 2Q16)
* Drive Profits with Personalized Experiences (Blog Post)
* The Real Vale of Market Research (MM&M)
* Marketing through Storytelling ( HYPERLINK "http://www.pharmavoice.com/article/storytelling/" PharmaVoice)
* Creating Positive Consumer Experiences (Video)
* Reinventing Medication Adherence in the Digital Age (PDF)
* Innovation 2014: Big Data Will Drive the Big Ideas (Webinar)
* Winner of 2014 Cannes Lion Health Award plus US awards - Biogen/ Tysabri
* Scaling Personalized Health Experiences with Addressable Customer Experiences (PM 360)
* Big Data and Big Insights (MM&M)
* The Health Platform Marketer (DTC Perspectives)
* Writing Creative Briefs and Briefing in the Era of Mass Personalization, Merkle University Training
* What Non-Personal Promotion Must Look Like in 2024, (MM&M)
* Big Data will drive the Big Ideas – Purposeful Innovation in a Customer Driven World (2013)
* Reinventing Medication Adherence in the Digital Age (2013)
* Next Generation Adherence (2012)