



Fred Petito, Head of Marketing/CMO

Extensive experience developing strategic programs (consumer & HCP) for biotech and life science brands across a range of therapeutic areas. Have built and led multi-discipline marketing teams for startup and established firms. Skilled at all facets of strategic marketing in the health sector – from strategic analysis and brand planning to campaign optimization and lifecycle management. Named one of the U.S. pharma industry's 100 most inspiring people by PharmaVOICE. Marketing Doctorate (2022).

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AREAS OF EXPERTISE

Brand Strategy

Team Leadership

Marketplace Analysis

Market Research

Creative Thinking

Brand Positioning

Digital & CX

Commercial Strategy

Creative Storytelling

Lifecycle Management

Data Analysis

Campaign Optimization

WORK EXPERIENCE

Founder, Attain CMO & Advisory

January 2023 -Present

Fractional CMO/Marketing Consultant (Biotech & Digital Health Categories)

Attain CMO & Advisory offers marketing strategy and leadership support for biotech and digital health firms (<https://attaincmo.com/>). Services are offered across all phases of the marketing lifecycle: Strategic Analysis, Pre-Launch Readiness, Audience Insights, Brand Planning, Launch Execution, Campaign Optimization, and Lifecycle Management.

Head of Digital & Integrated Strategy – Edelman Health

January 2021 – January 2023

Led digital and integrated strategy for Edelman's \$200mm global health business. Clients: AstraZeneca, AbbVie, Amgen, GSK, J&J, Novartis, Regeneron, and Sanofi.

- ◇ Key accomplishment - drove 300% growth in digital and integrated professional services fees and increased team headcount from 15 to 45+ FTEs.

Head of Strategy – GSW Advertising/Syneos Health

July 2018 – January 2021

Built and led GSW's integrated marketing strategy team of 18 FTEs across multiple accounts: Amgen, BMS, BioMarin, and Celgene.

- ◇ Key accomplishment - architected GSW's integrated strategic planning methodology across all key disciplines (brand, medical, engagement, behavioral science, analytics, market access, and omnichannel).

Executive Strategy Director – Young & Rubicam (VMLY&R/WPP)

2017 – 2018

Integrated strategy lead on WPP's TeamPfizer. Led all facets of strategy and planning for a portfolio of Pfizer brands (XELJANZ, Talzenna, XTANDI, etc.): brand strategy, market research, digital and engagement planning and data analytics. Lead agency new business teams.

Chief Strategy & Experience Officer - Guidemark Health/Lumanity

2015 – 2017

- ◇ Guidemark Health was a private equity-backed healthcare advertising, marketing communications, and medical education agency that was rebranded as Lumanity in 2021.
- ◇ Accomplishments: Built and led a cross-discipline strategic planning team of 12 FTEs (brand strategy, experience planning, UX, media planning, and data analytics) supporting consumer, HCP, and payer audiences across a range of therapeutic areas (clients: Pfizer, Merck, Otsuka, Lundbeck, Takeda, and Zoetis).

Chief Strategy & Experience Officer – Eveo

2012 – 2015

- ◇ Eveo was a private equity-backed healthcare digital strategy and marketing services agency that was acquired by Capgemini in 2017.
- ◇ As Eveo's first CSO was responsible for defining and leading all of Eveo's strategic services: brand strategy, engagement planning, content marketing, and analytics (clients: Gilead, Janssen, Adamis, BioMarin, and McKesson).

Managing Director, Digital Strategy – GREY Health & Wellness (WPP)

2008 – 2012

- ◇ Led teams that developed and implemented digital marketing strategies for top-tier health and pharma brands: Eli Lilly, Aetna, Merck Oncology, and GSK Consumer Health.
- ◇ Successfully led numerous new business pitches including the GSK global Panadol, which became one of Grey's top-five billable clients.

Senior Director, Client Services - R/GA

2006 - 2008

- ◇ Successfully led and grew the Subaru account – one of R/GA's largest and most diverse clients.
- ◇ Led a 25-member cross-functional team including strategy, creative, user experience, media, technology, and analytics.

Global Account Director - Young & Rubicam (WPP)

2003 - 2006

- ◇ Successfully planned and managed multiple global marketing campaigns for Microsoft's Server & Tools division (Microsoft's largest line of business).
- ◇ Led an account management team of over 15 client services resources.
- ◇ Led agency integration and collaboration across multiple APAC, EMEA, and LATAM offices.

EDUCATION

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- ◇ **Doctorate in Marketing**, Pace University, Dissertation: *"Brand Equity, Firm Value, and the Moderating Influence of Industry Dynamics,"* 2022
 - ◇ **Executive Development Program**, Columbia Business School
 - ◇ **J.D.**, Brooklyn Law School
 - ◇ **B.A.**, Behavioral Sciences / Business Administration, University at Albany

CERTIFICATIONS

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- ◇ **Advanced Certified Personal and Executive Coach (ACPEC - ICF Level 2/ACTP)**, College of Executive Coaching, 2023
 - ◇ **Board Certified Coach (BCC)**, Center for Credentialing and Education, 2023
 - ◇ **Certified Coach, The Leadership Challenge**, 2023
 - ◇ **Professional Certification, Digital Marketing**, New York University