

Summary

Commercial and pharmaceutical marketing executive with 25+ years of experience leading AI-enabled marketing transformation, omnichannel strategy, customer experience, and enterprise capability building across the industry. Proven track record building high-performing teams, launching Centers of Excellence and new commercial capabilities, and driving enterprise-wide change at AbbVie, Takeda, EVERSANA, and numerous clients.

Recognized for translating AI, emerging technologies, analytics, and customer insights into practical commercial strategies that improve engagement, accelerate growth, and enhance operational efficiency. Experienced leader of large cross-functional organizations with deep expertise spanning marketing capabilities, omnichannel engagement, content operations, customer experience, and commercial transformation.

Experience



Executive Vice President, Head of Omnichannel & Digital Transformation

- Led the company's omnichannel and AI transformation strategy, overseeing global Omnichannel & Enablement and Content Creation, Development & Deployment organizations comprising more than 350 professionals.
- Provided executive leadership for omnichannel strategy, customer experience, content operations, and digital transformation capabilities serving leading biopharmaceutical clients. Directed large-scale teams spanning strategy, analytics, content, operations, and activation disciplines to deliver integrated customer engagement solutions.
- Spearheaded the agency's transformation to an AI-first operating model, establishing capabilities that improved collaboration, operational efficiency, performance measurement, and continuous optimization.
- Drove thought leadership and innovation initiatives helping pharmaceutical organizations adapt to evolving customer expectations, AI-enabled engagement, and changing channel ecosystems. Partnered with fellow C-suite leaders to shape long-term growth strategy, accelerate AI transformation, and strengthen market differentiation.



Omnichannel & Digital Lab Strategy Head

- Led a 50+ person organization responsible for omnichannel strategy and digital transformation across the U.S. portfolio. Developed integrated customer engagement strategies spanning HCP, patient, and consumer audiences.
- Established new operating models and capabilities that accelerated omnichannel maturity and marketing effectiveness. Partnered with brand teams and senior leadership to advance customer experience, analytics, and commercialization efforts across therapeutic areas.

Director, US Customer Experience, Oncology & Specialty

- Led team responsible for driving omnichannel marketing excellence for the US Oncology and US Specialty organizations, including creating and leading the Omni Partner team.



Director, Digital Innovation and Corporate Program Management

- Led digital innovation for the USA business unit, driving innovative partnerships, strategies, and technologies across both commercial and medical affairs.
- Led Corporate Program Management function, facilitating large cross-functional and transformation programs like: Corporate campus architectural remodel/modernization, global operating expenses (OpEx) program, enterprise master data management (MDM) consolidation, Med Affairs data enablement, and promotional mix modeling.

Head of Takeda Digital Accelerator, USA

- Led the Takeda Digital Accelerator team helping to transform Takeda's culture to act like a "33,000-person startup" and harness the power of digital technologies across the entire business (including commercial and medical affairs).
- Owned and managed an internal investment portfolio of scalable digital experiments, driving incremental revenue and/or significant cost savings; fostered creation of new business models and startups (and subsequent spin-off).

Associate Director, Cross-Brand Marketing

- Founded Takeda's first Center of Excellence for Multi-Channel Marketing (MCM), digital/interactive marketing, and analytics across the entire portfolio of brands and end-customers (HCPs, Patients, Payers). Successfully consolidated platforms for Patient and Professional RM into one unified platform, resulting in over \$8MM+ annual savings.
- Led the development and execution of portfolio-based marketing strategies for Managed Markets / Trade and emerging customers like Integrated Delivery Networks (IDNs) and Accountable Care Organizations (ACOs).

Senior Product Manager on Various Brand Teams: Uloric®, Dexilant®, and Prevacid®

- Managed sales and payer strategies marketing for Uloric® brand, including UloricRx HCP RM program.
- Managed professional strategies marketing, inclusive of Key Opinion Leader (KOLs) for Uloric® brand through launch.
- Managed patient strategies marketing for Dexilant® brand for initial launch and beyond.
- Managed direct-to-consumer marketing for Prevacid® brand, including all online strategies.



Northwestern University and Lake Forest College

Aug 2021 – Present

Adjunct Faculty

- Teaching Marketing Management (MKTGM-430) at Kellogg School of Management since September 2025.
- Teaching Digital Marketing & Analytics (BUSN-325) at Lake Forest College since August 2021.



Nanosphere, Inc.

Feb 2004 – Aug 2005

Quality Assurance / Regulatory Affairs Specialist II

- Managed and supervised new QA Specialists, as well as directly oversaw multiple sub-contractors.



Pfizer, Inc. (Previously Pharmacia Corporation)

Aug 2001 – Feb 2004

Quality Assurance / Regulatory Affairs Specialist

- Ensured cGMP compliance at supported manufacturing sites (in-house and contract manufacturers).
- Successfully lifted an FDA Warning Letter from a biopharmaceutical manufacturing plant.

Education



Kellogg School of Management, Northwestern University

2005 – 2007 | Evanston, IL

Master of Business Administration – Triple major in Marketing, Biotechnology, and Technology Management



Northwestern University

1997 – 2001 | Evanston, IL

Bachelor of Arts – Major in Environmental Science with a Concentration in Biology

Additional Information

Advisory Board Member: Digital Health Coalition, PatientPoint, PM360 Magazine. Boy Scouts of America, Eagle Scout.
Graduate of Takeda Leadership Development Program. Over 170k followers on TikTok ([Gandor Family Light Show](#)).