

# IT MARKETING MANAGER

For further assistance on setting up an interview please contact Ashley@planet4it.com

## **PROFILE**

A senior Front-Office manager, who understands the needs of a sales and revenue driven department and the capabilities of the IT world to drive performance. Led multiple initiatives in modernizing the marketing department to meet the changes of the digital world.

## **EDUCATION**

1983

University of Toronto, Toronto, ON  
Business Administration (Double Majored in "Computer Business Information Systems" and "Management and Enterprise Development")

Certifications:

2014

Villanova University  
Lean Six Sigma & LSS Black Belt –Certificates (Honours) (currently pursuing Full Certification)

## **PROFESSIONAL EXPERIENCE**

2001  
to 2014

Pharmaceuticals  
Toronto, ON  
SALES AND IT MARKETING MANAGER (20012 to June 2014)  
MANAGER, ESOLUTIONS/EMARKETING (2009 to 2012)

Leading the delivery of Sales & IT Marketing projects and growing a team of passionate business partnering IT professionals.

Selected Achievements:

- People Engagement: In 2010 built a more engaged, motivated and effective IT eMarketing team by partnering with the business to collaboratively build a well received Canadian Digital Strategy. Direct influence on the record high positive turnaround in engagement scores for GSK IT employees for the 2011 Globe & Mail ROB (Report on Business) Top 50 Best Employers Survey, specifically in terms of 'employee perception of management'.
- Budget Management: responsible for cost centre management that peaked at \$6.2mm in 2006. In 2009, led a contract resource simplification initiative resulting in a \$187K savings under my cost centre.
- Project Management: Large scale Customer Relationship Management (Siebel, Oracle-On-Demand) and Closed Loop Marketing electronic detailing projects (Proscaper/SKURA), Cross Canada Mobile Hardware (laptops/tablet PC/ipads) rollouts for over 450 sales employees. Lead GSK Canada first venture into eCommerce with the development of a successful Vaccines Online Ordering site. Was the 2010 GSK United Way campaign co-chair which raised over \$125K and came in \$7K under budget.
- eMarketing Management: in 2011, working very closely with the brand marketing teams, started implementing an integrated channel marketing approach versus brand teams working in isolation when using various mediums to reach and measure their customer interactions. This included the use of Google Analytics, Omniture and Campaign Monitor.
- Cross Functional Flexibility: volunteered to project manage (outside of the IT division) the 2009 Pandemic Plan for the GSK Vaccines division which included designing a