

John Long

From: Chris Lindgren <[REDACTED]>
Sent: Monday, July 16, 2018 1:22 PM
To: John Long
Subject: Licensing Commission Position
Attachments: Christine M Lindgren July 2018.docx

Dear J. Long,

Attached find my resume in regard to the Licensing Commission board position.

I am a Somerville resident since 1985 and lived in the Winter Hill area for many years before settling on Powder House Blvd where I live with my spouse of 30+ years. I am a registered voter, currently listed as independent, but if needed would change that back to democrat which was my original listing.

I am currently employed by nonprofit life sciences and healthcare industry association, MassBio, but have been looking additionally for advisory board and board of director opportunities that would positively benefit society and deepen my connections with the community.

I feel that I could bring a strong level of commitment to the role and to the health and future of Somerville, as well as a knowledge /data-driven and collaborative approach to the role and decision-making. We are at a time of huge growth in Somerville and surrounds. I'd like to do my part to optimize our growth in the most beneficial ways possible for all our citizens.

Thank you for your consideration. Feel free to call me if you have any questions.

Best regards,

Chris
[REDACTED]

Sent from [Mail](#) for Windows 10

Christine M. Lindgren

Profile Summary:

Creative professional and strategic problem solver with an extensive track record in business and marketing ranging from strategy to hands-on execution. Proven ability to work collaboratively globally and locally to execute on time and budget and deliver superior client engagement and business results to shareholders and stakeholders. Marketing advisor to entrepreneurs and small and emerging companies. Interested in board of director and advisory board opportunities that can positively impact society.

Professional Experience:

Director of Programming, MassBio

March 2018 – present

Strategic oversight, management and development of MassBio's forum programs and 15 member working groups and their Co-Chairs. The forums are networking and professional development opportunities that are planned for members by members to discuss industry hot topics, tackle common challenges and share best practices. They are also designed fulfil MassBio's mission to advance Massachusetts' leadership in the life sciences to grow the industry, add value to the healthcare system and improve patient lives.

Strategic Marketing Advisor

Jan. 2018 - present

Serving as a marketing advisor to A.G. Scientific (Biochemicals, San Diego, CA) and Andarix Pharmaceuticals (Targeted Cancer Therapeutics, Boston, MA) while exploring new full-time career opportunities in the healthcare space. Providing marketing strategy, brand narrative reviews and tactical advice including target segmentation and positioning, product prioritization to segments, multi-channel plans, Public Relations, KOL/strategic partnerships and social media support.

EvaluatePharma – Global Pharma, Biotech and Medtech Market Intelligence Company

Vice President Marketing

Dec. 2012 – Dec. 2017

Reporting to the CEO Americas, responsibilities included leading global marketing strategy and its execution with a key focus on supporting US growth for Evaluate's online subscription based data services, data/analytical consulting services and online pharma/medtech journalism platform, EP Vantage. Key responsibilities included:

- Brand strategy, brand narrative development, targeted positioning and brand guidelines
- Brand relaunch including updated branding and integrated website in support of brand strategy
- Implementation of data-driven, highly targeted engagement, conversion and retention programs
- Digital/social media strategy and content development; marketing/product launch calendar management
- Thought leadership strategy and implementation including creation of industry leading content
- Public relations and media relationship management including collaborative content planning
- Sales enablement tools / pitches, training for new product launches, client renewals support
- Key player in research, competitive intelligence, product and services strategy and market launch
- Strategic partnership identification and contracts with KOLs and leading industry associations
- Event strategy, planning and management and post event ROI assessment
- Internal communications and brand advocacy programs, thought leader nurture program
- Weekly and monthly management reporting, analysis and decision-making
- Staffing planning, job description development, mentoring and management of team
- Over 20+% year-over-year growth during tenure, with 60% of sales from US customers

EvaluatePharma – Global Pharma, Biotech and Medtech Marketing Intelligence Company

Marketing Manager, Brand Strategy

Sept. 2011 – Nov. 2012

Responsible for improving the brand position with a focus on brand strategy, architecture and style guide, communications, web site and thought leadership content development, PR and social media. Also assumed many product marketing and market research responsibilities to support launch of two new flagship products: EvaluateClinicalTrials and EvaluateMedtech.

PAREXEL International – Global Clinical Research Organization

Director, Global Marketing PAREXEL Consulting

Jun. 2005 – Sept. 2011

Reporting to the Corporate Vice President Worldwide Marketing, and highly integrated with business line executives, responsible for all PAREXEL Drug Development Consulting marketing and public relations: strategy, planning, execution, and budget.

- Led and established brand renewal for newly integrated consultancy in 2004; consultancy saw unprecedented growth during that time
- Developed thought leadership content; established industry leadership position in drug development, GMP and pricing and reimbursement consulting through expert white papers, articles and presentations
- Created the digital and social media strategy, governance policy and implementation; internal brand communications and employee tools
- Ensured sales and marketing readiness for new PAREXEL service offerings
- Collaborated extensively with business development and customer strategy to enhance customer experience, drive customer loyalty, optimize lead generation and shorten sales cycle
- Managed PR and media relations including article placement, interviews, public announcements

PAREXEL International – Global Clinical Research Organization

Corporate Marketing Manager

Oct. 2003 – May 2005

Management of cross divisional and corporate marketing activities for PAREXEL International including annual marketing calendar planning and budgeting, MarCom sub-team management.

Genuity, Inc. – \$2B Leading-edge Internet access, web hosting, VoIP, security services; IPO spin-off in 2002 from Verizon.

Senior Marketing Communications Manager

Jan. 2001 – Jan. 2003

- Marketing Product Development and Launch corporate board member driving market launches
- Managed marketing communications team with budget, plans, and metrics reporting responsibilities
- Led renewal of unified and agreed upon Genuity value proposition and brand messaging Developed comprehensive, metrics-based customer reference program within one quarter
- Created value based sales tools and collateral including case studies, TCO/ROI, presentations
- Produced thought leadership web casts utilizing media vendors; created promotional advertorials
- Integrated multi-channel e-marketing plans with product managers to optimize demand generation processes and reporting

Sr. Project Manager, Sales Operations

Dec. 1999 – Dec. 2000

- Managed forecasting processes and Senior Sales management business reviews and sales reports
- Managed e-CRM data integrity, territory/lead management and reporting team
- Sales Ops lead for CRM customization/development, and rollout activities including sales training
- Served as Sales Product Development and Launch corporate board member
- Marketing project lead on cross-functional team defining market segmentation
- Managed external vendor relations and project budgets

Ceridian Corporation (formerly Work Family Directions) – Innovative leader in the work-life industry providing child care, elder care, adoption, education and EAP counseling direct to employees of Fortune level companies, as well as providing corporate level work-life consulting services.

Marketing Project Manager & IT Business Consultant

Sept. 1993 – Dec. 1999

- Supported account management, marketing, and service delivery operations/promotional call center
- Managed e-CRM data integrity; core project team member for e-CRM application improvements
- Core project team member for quality survey and product development activities
- Planned response for new service rollouts and consumer promotional events and performed employee training on call center response processes
- Special assignment in San Francisco office as Account Manager of key California region accounts: Genentech, Bank of America, Hewlett-Packard, Charles Schwab, Siemens, SBC, Visa

Bio-Rad Digilab Division, Cambridge, MA – Provider of scientific equipment for research and development.

Sales Management Specialist

Jun. 1990 – Feb. 1993

- Supported proposal development, quote and order management for field sales staff
- Developed sales lead management processes, and pipeline reports for sales and marketing executives

EDUCATION:

- B.S. Zoology, B.A. Art, University of Rhode Island, Kingston, 1982
- M.F.A. University of Massachusetts, Amherst, 1985

An active participant in various Industry organizations.

Miller Heiman Sales Training, Value Selling and Pragmatic Marketing Certifications.

Philanthropy and Social Responsibility team member at PAREXEL and EvaluatePharma USA, Inc.

Trustee Club Member, Circle of Care, South County Hospital, South Kingstown, R.I.

Golfer, artist, horticulturist.