

Christine M. Lindgren

Profile Summary:

I am a creative career life sciences marketer who supported the development and production of innovative medicines for various life sciences and clinical research companies. Throughout my life and my career, I have been passionate about helping to advance science, healthcare and technology innovation that improves the quality of life. I decided to leave full time work in September 2023, and am now exploring fulfilling, enjoyable opportunities that will benefit my local area and society in general.

Professional Experience:

FUJIFILM Diosynth Biotechnologies

Senior Global Marketing Strategist, Cell and Gene Therapy

Nov. 2021 – Sept. 2023

In my role I defined, developed and delivered synergistic, integrated global marketing strategies, plans, budgets and projects for the advanced therapies business units in conjunction with my teammates and business leaders and executives at FDB. I tracked and coordinated all marketing team metrics and produced executive management monthly reports. FUJIFILM Diosynth Biotechnologies is a Contract Development and Manufacturing Organization (CDMO) that produces biologics, vaccines and cell and gene therapy medicines for the biopharma industry to benefit patients globally.

QMENTA Inc. – start-up focused on Neurology AI Cloud Software Solutions that Facilitate Neuro Research, Clinical Trials and CNS Care Delivery

Marketing Manager

Feb. 2021 – October 2021

Reporting to the CCO, responsibilities included: Development and execution of marketing and thought leadership strategy, promotion of strategic alliances and collaborations, development and management of marketing budgets, definition and deployment of marketing campaigns, development and execution of all content marketing including media engagement, design and copywriting, multi-channel content creation, sales tools, planning and executing company and industry events. Development of paid and organic channel strategy, analysis of customer interactions, oversight and approval of marketing material, building more effective partnerships with key agencies, vendors, partners.

MassBio – Leading Life Sciences and Healthcare Industry Trade Association

Director of Programming: Thought Leadership, Content Creation, Events

Mar. 2018 – Sept. 2020

MassBio is a nonprofit industry trade association with a focus to advance Massachusetts' leadership in biotech, pharma, medtech, digital health / Tx to grow the industry, add value to the healthcare system and improve patient lives through policy support, entrepreneur mentoring, professional programming and strategic initiatives. Members include thousands of life sciences companies, academic and research institutions, disease foundations, advisors, investors and service providers (CROs, CMOs, etc.).

Sole responsibility for strategic oversight, development and management of MassBio's forum professional programming from strategy to execution. Actively engaged the broad member community with topic areas spanning pre-clinical through commercialization, Academic Industry Relations, Patient Engagement & Advocacy, HR, Legal, Environmental Health & Safety (EHS) and more to facilitate industry innovation and change. Wrote marketing communications copy, reports and directed targeted audience strategies to reach the most relevant member segments and attain their input and feedback via surveys.

Doubled metrics on #forums #registrants #attendees, surpassing on aggregate other MassBio event engagement. Implemented first ever NPS / satisfaction and input surveys with average 4.8 out of 1.0-5.0 scale scores, managed 14 working groups with 65+ co-chairs (Director – CEO level) from MassBio member companies, ran 45 forum events annually, engaged 600+ executive level KOL speakers, developed 1- and 3-year marketing strategy and executed Covid-19 virtual events pivot to Zoom. Advised many members seeking marketing, thought leadership and strategic guidance for higher visibility in the community.

Unfortunately, in September 2020 like most nonprofits MassBio had to lay off staff due to economic consequences of the COVID-19 pandemic and I was downsized among others. I made incredible connections that I value and nurture and continue to support it and its partner life sciences organizations.

EvaluatePharma – Global Pharma, Biotech and Medtech Market Intelligence Data Services (SaaS)
Vice President Marketing **Dec. 2012 – Dec. 2017**

Reporting to the CEO Americas, primary responsibilities included leading global marketing communications, PR and Thought Leadership strategy and its execution with a key focus on supporting US growth for Evaluate's online subscription-based pharmaceutical intelligence services, professional consulting services and online pharma/medtech journalism platform. Over 20+% YOY growth during tenure, with 60% of sales from US customers. Key responsibilities included:

- Brand strategy, brand story development, messaging frameworks, content creation, brand guidelines
- Customer segmentation, customer journey development and mission and objectives development
- Brand relaunch, updated brand positioning with multi-media content, website in support of brand strategy
- Digital/social media strategy and content development; omnichannel marketing calendar management
- Thought leadership strategy and implementation including industry leading content creation
- Implementation of data-driven, highly targeted engagement, conversion and retention programs
- Public relations and media relationship management including collaborative content planning & execution
- Creation of Sales presentation content and tools, sales training for product launches, client renewals support
- Key player in research, competitive intelligence, product and services strategy and market launch
- Event strategy, planning and management and post event ROI assessment
- Strategic partnership business development and contracts with KOLs and leading industry organizations
- Employee communications and brand advocacy program development, thought leader nurture program
- Weekly and monthly management reporting, analysis and decision-making
- Staffing planning, job description development, mentoring and management of team

EvaluatePharma – Global Pharma, Biotech and Medtech Marketing Intelligence Data Services (SaaS)
Marketing Director, Brand Strategy **Sept. 2011 – Nov. 2012**

Reporting to the CEO Americas, primary responsibilities included leading global marketing communications, PR and Thought Leadership strategy and its execution with a key focus on supporting US growth for Evaluate's online subscription-based (SaaS) pharmaceutical intelligence services, professional consulting services and online pharma/medtech journalism platform. Served as Marketing lead on cross-functional team responsible for software product pipeline prioritization, launch & promotion calendar and plans, sale and marketing readiness, product launch campaigns. Over 20+% YOY growth during tenure, with 60% of sales from US customers.

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 and Commercialization Consulting marketing, thought leadership and public relations: strategy, planning, content creation, execution, and budget.

- Led and established brand renewal for newly integrated consultancy in 2004; consultancy saw unprecedented growth during that time
- Developed internal and external marketing communications, sales tools and 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; developed and executed internal brand communications and employee knowledge tools
- Ensured sales and marketing readiness for new PAREXEL service offerings including positioning and value propositions, proposal content development, case studies, consultant professional profiles
- 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, internal and external marketing communications and campaigns, corporate level industry and client events, 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 product 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, presentations
- Created internal communications regarding company positioning and value propositions
- 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:

- Columbia Business School, Executive Education Program, Digital Marketing, Customer Engagement, Social Media, Planning & Analytics: October 12, 2020 – January 7, 2020
- B.S. Zoology, B.A. Art, University of Rhode Island, Kingston, 1982
- M.F.A. University of Massachusetts, Amherst, 1985

- Served as faculty at U Mass Amherst teaching undergraduate fine arts classes for two years
- Miller Heiman Sales Training; Value Selling and Pragmatic Marketing Certifications

COMMUNITY LEADERSHIP AND PHILANTHROPY:

- **Licensing Commissioner**, City of Somerville, MA, population 80k+, greater Boston area, July 2020 – September 2021
- **Trustee Club Member, Circle of Care**, South County Hospital, South Kingstown, R.I. December 2016 – December 2022; and also support many healthcare related causes in Massachusetts through charitable giving or supporting volunteers / fund-raisers.
- **Philanthropy and Social Responsibility Department Representative** at PAREXEL and EvaluatePharma USA, Inc.