

Mickey McDermott



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Profile

Creative innovator in life sciences marketing and marketing communications. Able to translate complex scientific concepts into compelling emotional appeals for professional and consumer audiences. Adept at integrating multiple communications channels and tactics for optimum impact. Sound steward of marketing resources.

Experience

PREMUNE, NEW YORK, NY, USA – 2014-PRESENT

Global Head of Marketing: Responsible for planning the strategic and operational initiatives of a startup animal health company, including management of the marketing and promotion budgets. Member of Executive Management Team. Drives corporate communications and business development activities. Helped secure our first licensing candidate and working on securing several others. to ensure a healthy launch portfolio.

NOVARTIS ANIMAL HEALTH, GREENSBORO, NC, USA – 2006-2014

Director, Global Innovation: Piloted services and value-added offerings to enhance brand value across all categories. Led development of the company's first open innovation initiative, which generated 150 unique ideas and 9 actionable projects to enhance value in our products, processes, and culture.

Global Marketing Manager, New Products: Responsible for ensuring that new products in orthopedic health and cardiology were planned for differentiation from the earliest phase of development. Also led planning and activation of the company's digital marketing efforts. Responsible for securing and managing market research and pre-launch marketing budgets

Head of Corporate Communications, North America: Directed internal communication of management and company strategy and news, issues management, overseeing brand PR activities and coordinating with Novartis Corporate Communications on Tier-One media activities. Member of the Animal Health Management Committee, reporting to the Country President. Managed three people and the budget for corporate communications.

Global Category Manager Parasiticides and Pain: Led the re-branding of the company's two leading product franchises. Guided a major new pain product from development to launch in Europe and the US. Supported the launch of the company's first flea and tick product in Europe.

OGILVY-COMMONHEALTH WORLDWIDE, PARSIPPANY, NJ, USA – 2003-2006

Chief Strategy Officer: Responsible for ensuring that marketing communications strategies and tactics developed by the agency were aligned with client and brand objectives. Used integrated marketing communication principles to develop a successful value-added patient support program for an opioid dependency treatment product.

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SVP, Creative Director: Managed a twenty-person creative team responsible for developing campaigns for leading Rx brands. . Helped lead cross-divisional planning efforts for successful new business pitches in men's health, Alzheimer's Disease therapy, women's health, and anti-infectives. Ensured that creative activities adhered to budgets.

PHARMACIA ANIMAL HEALTH, BRIDGEWATER, NJ, USA – 2002-2003

Global Marketing Manager: Led brand stewardship for the bovine reproduction franchise. Oversaw the worldwide launch of an innovative breeding synchronization device for cattle. Created a comprehensive training program that elevated the selling competency of ex-US sales colleagues on the topic of bovine reproduction. Managed global marketing budget for the category.

SAATCHI & SAATCHI HEALTHCARE, LANGHORNE, PA, USA – 1996-2002

SVP, Creative Director, Copy: Helped build a healthcare marketing communications agency from 4- to 40+ people and billings from \$1.5 million to \$15 million USD. Created a managed care marketing pilot for a psychiatric brand that generated a 5 share-point lift in one region, in a billion-dollar global category. Developed a pioneering digital engagement initiative in an emotionally charged pediatric health category.

PREVIOUS ROLES:

- Communications Manager, SmithKline Beecham Pharmaceuticals, Philadelphia, PA, USA,
- Creative Director, Dudnyk Healthcare Communications, Horsham, PA, USA
- Associate Creative Director, Dudnyk Advertising, Horsham, PA, USA
- Marketing Manager, Dancer Fitzgerald Sample Advertising, New York, NY, USA
- Account Executive, Bergelt Advertising & Public Relations, New York, NY, USA

Education

Texas A&M University -- Bachelor of Science, Dairy Science

Cornell University -- Master of Science, Animal Science

University of Nottingham School of Veterinary Medicine and Science -- Doctor of Philosophy (In Progress)

Skills

Languages: English (native proficiency), German (fluent), French and Spanish (working competency)

Interests

Martial arts, Screenplay writing, Riding my Harley-Davidson whenever I can.