**Philip Raskin**

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## SENIOR MARKETING EXECUTIVE

*Over 15 years successful experience providing strategic, fiscal and operations leadership serving Fortune 500 companies internationally. Superior interpersonal skills, capable of resolving multiple and complex situations (Operational, Fiscal, Personnel, Client Relations, Marketing) with finesse.*

**Core Competencies**

* *Marketing Strategy*
* *Digital Strategy and Activation*
* *Content Marketing Strategy*
* *Social Media Marketing Strategy*
* *Client Relationship Management*
* *Business Development*
* *Integrated Marketing Strategy*
* *Global Management / Delivery*
* *Cross-Functional Team Leadership*

*Featured presenter on topics related to content marketing, interactive media, and social media marketing at executive conferences worldwide*

## 2012 to Present

## Principal

## Compass Rose Management, LLC

Brand Management Consultancy focused on navigating the intersection of customer behavior, technology and business. Lead Engagements:

## Chief Strategy Officer

## ROI2

## ROI2 is the only Influence Relationship Management company providing Influence Intelligence™ and real-time analytics and modeling, which are fully integrated into a superior SAAS technology platform for decision-making and execution in clinical, marketing & sales. Our strategic solutions improve efficiency and effectiveness, and drive revenue.

## Senior leader working in partnership with CEO/founder to establish strategic direction, drive innovation and optimize service offering, exceeding client expectations and delivering significant business growth.

## Samsung Global Strategy Group

The activities of SGSC support the overall business performance of the Samsung Group and contribute to continuous improvement by providing innovative ideas and external perspective on leading issues.

## Director, Brand Experience Leader

## Mobile Health Library (MHL)

Mobile Health Library (MHL) is the privacy-protected mobile app platform built for the education, service, and support needs of health-related customers, including patients, health professionals, caregivers, and consumers.

* Brand Experience Lead for clients and their agency partners for brand strategy and deployment of Mobile Health Library offerings to support patient conversion and enhanced engagement leading to improved health and wellness outcomes across the care continuum

## 2011 to April 2012

## Senior Vice President

## Omnicom Group DAS

Diversified Agency Services (DAS) - a division of Omnicom Group Inc.- manages Omnicom's holdings in a variety of marketing disciplines, including customer relationship management, public relations and specialty communications. DAS includes more than 190 companies, which operate through a combination of networks and regional organizations, serving international and local clients through more than 700 offices in 71 countries.

* Support of DAS and Omnicom Group interests in a wide range of strategic and tactical initiatives ranging from global client services integration and consolidation, global client relationship management, global management and assessment of network agency digital capabilities, business alliances and acquisitions, global brand lifecycle planning, global ad-hoc agency support and development and DAS services differentiation.
* Strategic support to President of DAS Healthcare and to DAS Chairman/CEO (Tom Harrison).

**Professional Portfolio Leader - Bayer HealthCare**

Responsible for overarching global management of $40+ million portfolio across multiple BHC divisions, including: Professional Pharma, Diabetes Care and Animal Health.

* Provided oversight of the Lead Agencies, achieved double digit revenue growth across the network
* Worked with BHC leadership to identify and address roadblocks to success of global consolidation
* Identified and appointed Brand Agency Leads (BAL) based on the needs of each Brand and Business and, with the BAL, ensured aligned team effort, focus and execution across disciplines and geographies
* Source/matched conflict-free OMC agencies for each Brand across disciplines and geographies
* Expanded Network Digital capabilities driving accelerated global brand engagement
* Drove awareness and utilization of Key Performance Indicators and ensured delivery against developed KPI's
* Worked with Business Unit Representatives (BUR) to develop and institute clear Brand transition plans that best met the divisional and business needs
* Worked with BURs on successful resolution of issues, as they arose
* Provided oversight on the creation and implementation of tools, processes, and programs that increased efficiency, eliminated duplication, and reduced steps, touches, dollars
* Increased impact by driving business-building ideas across Network more rapidly
* Facilitated knowledge sharing among agencies
* Assisted in the engagement between Omnicom and local ex-network agencies as they occurred

## 1994 to 2011

## President, CEO

## Raskin Associates

Raskin Associates - recognized as an industry leader with more than a decade of award-winning service to the Fortune 100, Raskin Associates specialized in the development of multi-channel marketing solutions for business communication worldwide.

* Led operations and strategic direction with full responsibility for bottom line – including long range planning, financial management, organization development and marketing development
* Developed creative management strategy and established global vendor network for the on-site production and activation of more than 150 marketing meetings events annually throughout the United States, Europe, Latin America and Asia-Pacific
* Established creative direction for activation of: interactive media and digital content development, for CLM, eCRM, eCRM database development, social media strategy and activation, digital video production for multi-channel distribution (web, mobile, OOH), global webcasts, podcasts, on-demand web-based training, global product launches including: Brand websites, microsites and portals, experiential events, educational summits and multi-faceted product training initiatives.
* Provided comprehensive client support and cultivated a sophisticated corporate culture successful in fulfilling requirements of the most demanding multi-national corporations that resulted in ongoing opportunities for future business development. Results: 90% of Raskin Associates business derived from client referrals with continuing relationships throughout the company’s history.
* Spearheaded business development effort and negotiated long term commitments resulting in establishment of multiple lines of business generating in excess of $14 million in annual revenue
* Led acquisition of global strategic partnerships and leadership of global cross-functional teams establishing scope of work extending to 37 countries on six continents
* Initiated and directed acquisition and merger of Digital Media Solutions into Raskin Associates resulting in establishment of cross industry lines of business generating in excess of $5 million in annual revenue.
* Supervised all aspects of operation of executive team as well as global strategic partners and vendors
* Directed development of Presentation on Demand™ presentation software platform
* Established Presentation on Demand™ reseller program and negotiated long- term commitments generating in excess of $4 million in annual revenue.
* Developed and managed complex promotional yearly initiatives both domestic and internationally

Raskin Associates Pharmaceutical/Biotechnology Partners/Clients -

• Advanced Health Media

• Albert Einstein College of Medicine/

Montefiore Medical Center

• Alpharma

• Amgen

• AstraZeneca

• Bayer

• Biogen Idec

• Celgene

• Boehringer Ingelheim

• Eli Lilly and Company

• Embryon

• Genentech

• GlaxoSmithKline

• Human Genome Sciences, Inc.

• Johnson & Johnson

• Merck and Company Inc.

• Novartis Pharmaceuticals Inc.

• Novo Nordisk

• PDL BioPharma

• Pfizer Inc.

• PharMerica

• Precept Medical Communications

• Quintiles Transnational

• Robert Wood Johnson Medical Center

• Sanofi Aventis

• Schering-Plough

• Scios, Inc

• United Healthcare

• Wyeth

Raskin Associates Finance Partners/Clients -

• NYSE Euronext

• NASDAQ

• National Investor Relations Institute

Raskin Associates Telco/Technology Partners/Clients -

• AT&T

• Agere

• Avaya

• Tellium

• Vyranet

• Switch & Data Equinix

• IEEE

Raskin Associates Agency Partners/Clients -

• Sudler

• FCB

• Grey

• ICC Lowe

• Porter Novelli

• Edelman

• Hill & Knowlton

**Education:**

**Berklee College of Music**

Performance, Composition

Full Term Performance Scholarship recipient, Bachelor of Music granted