



# Jen Yip

## PROFESSIONAL SUMMARY

Senior leader with 10 years of experience in digital innovation and B2B marketing at 3 top-ten pharmaceutical companies and several life sciences technology vendors and marketing agencies supporting Fortune 500 and emerging brands. Expertise developing, streamlining, and scaling strategy, framework, and methodology to successfully manage global clinical trials and commercialization efforts across multiple indications. Excel at leveraging leading-edge data science analytics, and human-centered design methods to assess clinical trial feasibility, drive study design optimization, and improve patient journey (recruitment/engagement). Record of success collaborating with clinical study teams, CROs, strategic partners, and medical affairs teams to achieve program adoption. Expertise building strategy and content for technology product launches and re-branding.

## CONTACT

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## EDUCATION

**B.S. Communications**  
Northeastern University

**Operations Research & Industrial  
Engineering Studies**  
Cornell University

## PROFESSIONAL EXPERIENCE

2019 –  
Present

### The Bracken Group

#### Fractional Chief Marketing Officer & Digital Health Marketing Consultant

- Develop and pitch content, strategy, and execution ideas to clients and deliver industry updates to staff.
- **Created *Complete Guide to Digital Marketing e-book***, driving lead generation and 2 new opportunities.
- Identified data sets to score sponsors on their ability to recruit and enroll diverse candidates in clinical trials.
- **Developed 12-month content strategy** for a leading digital health technology start-up that improved pipeline growth related to marketing content downloads by 20%.

Feb 2021 –  
Present

### Novartis - East Hanover, NJ

#### Associate Director Digital Medical Capabilities

- Hired to transform the clinical trial process with technology and data-driven approaches to facilitate innovation and digital transformation for clinical trial feasibility and patient recruitment.
- **Created trial planning knowledge center with scalable, repeatable assets**, including a repository of best practices, processes, and data-driven technology tools to assess Phase IIIb and Phase 4 trial feasibility.
- Sourced self-serve digital tools to expedite research design and site selection process. Curated preferred feasibility technology vendor list with SWOT matrix, elevated vendor quality, and developed strategies for quickly adding sites and investigators as needed.
- **Member of team charged with developing strategy to improve customer targeting and influence** adoption. Leveraged qualitative and quantitative survey tools to identify healthcare provider (HCP) engagement patterns and archetypes and prioritize top-3.
- **Represent Novartis on a cross-sponsor TransCelerate BioPharma workstream** "Modernizing Clinical Trial Conduct (MCTC)" – an initiative that accelerates health authority acceptance of innovative clinical development methods.
- **Patient Engagement champion** on an internal workstream with a mission to consistently and systematically engage patients across the medicine lifecycle.

Sept 2021 –  
Present

### Rebound Communications - Greater Philadelphia, PA

#### Product Marketing Consultant

- **Helped AI data client raise \$8M in funding** by building content, product marketing, and website strategy.
- **Ideated multichannel digital health marketing campaign** for client to address persistent healthcare inequities and capture a time-sensitive business opportunity.
- **Developed marketing assets for client's product launch** messaging platform, fact sheet, website, and capabilities deck resource to secure a pharma client for program pilot.

Jan 2020 –  
Feb 2021

## **IQVIA - New York, NY**

### **Global Marketing Director**

- **Built global partner revenue pipeline from the ground up, surpassing annual target in first 6 months.**
  - Captured 40 new technology, system integrator, data, and agency partners (clinical, quality, commercial).
  - Created external website, value proposition, branding and messaging, overview videos, and sales training for the partner marketing program.
  - For 4 commercial technology products, built messaging, value proposition, personas, and web/video content.
  - Identified alignment with Salesforce partner branding ecosystem (Partnerforce) as strategic imperative and onboarded IQVIA technology assets, realizing improved sales commissions.
  - Fueled \$1M pipeline and positioned partner (Belong) as leader in patient engagement community technology.

Jan 2019 –  
Sept 2019

## **Merck - Kenilworth, NJ**

### **Special Project Consultant-Oncology, Keytruda (Contract)**

- Analyzed qualitative and quantitative data to support medical education efforts and drive pre-FDA approval campaign content development. Oversaw strategic and financial planning process; managed 16 agencies and \$800K budget.
- **Supported pre-launch commercialization efforts** for immuno-oncology drug Keytruda. Conducted Key Opinion Leader (KOL) social listening exercise to assess competition and inform engagement strategy for HCPs.

Jan 2018 –  
Sept 2018

## **Sanofi - Bridgewater, NJ**

### **Clinical Digital Innovation Lead (Contract)**

- Led innovation workstream for site and investigator satisfaction. Developed strategies for creating, scaling, and measuring digital clinical trial recruitment campaigns contributing to improved clinical trial validity/reliability outcomes.
- **Drove adoption of digital health practices** related to pre-patient enrollment phase of clinical trials.
  - Piloted Veeva Vault content management platform. Became technology's project manager and administrator.
  - Authored content for and facilitated train-the-trainer sessions across Asia to evangelize/train >300 staff.
- **Created Site Satisfaction Survey facilitating greenlight funding for future projects.**
  - Wrote, coded, and deployed qualitative Qualtrics survey to >200 premier Sanofi investigators and site staff. Applied quantitative analysis to curate results presented to Executive Steering Committee.

June 2016 –  
Jan 2018

## **Medidata Solutions - New York, NY**

### **Product Marketing Director, Digital Health**

- Led innovation workstream for site and investigator satisfaction. Developed strategies for creating, scaling, and measuring digital clinical trial recruitment campaigns contributing to improved clinical trial validity/reliability outcomes.
- **Drove adoption of digital health practices** related to pre-patient enrollment phase of clinical trials.
  - Piloted Veeva Vault content management platform. Became technology's project manager and administrator.
  - Authored content for and facilitated train-the-trainer sessions across Asia to evangelize/train >300 staff.
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July 2014 –  
June 2016

## **Thomas Reuters Life Science - New York, NY**

### **Global Product Marketing Director, Life Sciences**

- Executed demand generation, events, and content campaigns for Cortellis life science products and BioWorld—a 34 product information services portfolio covering the entire drug development lifecycle. Budget: \$100K
- **Conceived/built 5-pillar product/sales information toolkit** to simplify sales cycle for 28 products.
- **Led content development for company's premier dealmaker conference**, improving sales pipeline by \$2M and elevating brand awareness.
- **Achieved 15% jump in product newsletter subscribers to 25K+.**

Jan 2020 –  
Feb 2021

## Deloitte Analytics - New York, NY

### Head of Marketing, PharmaCM

- Recruited to bring marketing excellence and operational rigor to start-up environment. Budget: \$150K
- **Built marketing function for Deloitte's newly acquired boutique technology firm from scratch.**
  - In just 4 months, redesigned SaaS product website, following 2 failed attempts by agency partner.
  - Created sales toolkit, developed value proposition, managed PR, and implemented Pardot.
  - Grew sales opportunity pipeline from \$20M to \$50M at a greater than 50% profitability.
- **Launched new brand and led rebranding effort following sale of division to PE firm (now TrialScope).**
- *Between 2005 & 2012, held multi-industry product marketing/management roles with increasing accountability.*