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EDUCATION & PROFESSIONAL DEVELOPMENT

Doctor of General Medicine
University of Medicine and Dentistry of New Jersey (UMDNJ) - New Jersey Medical School

Bachelor of Arts in Biological Sciences
Rutgers University

Secondary Schools Sciences Teacher
State of New Jersey

Applied Digital Health Ethics, Unlocking Regulatory Success for Digital Health Product Developers
Digital Medicine Society

Career Development Presenter
The College of New Jersey

Career Development Specialist & Workshop Leader
Ewing Public Library

Health Informatics Training for Better and Safer Healthcare
IsraelX

PROFESSIONAL SUMMARY

Strategy Consulting • Creative Problem-Solving • Business Planning • Product Management • Go-To Market Strategies • Brands & Services • Innovative Roadmaps • Team Collaboration • Consumer Experience

A detail-oriented and inventive senior leader of global business transformation providing broad-based experience in strategy consulting, complex problem-solving, inventions and innovation, product management, and business planning to achieve growth targets and maintain competitive advantage. Innovates brand roadmaps by leading experiments and producing insights, designing profitable new products, services, and consumer experiences, and generating hidden solutions for business advancement.

A multidisciplinary collaborator and culturally astute rapport-builder during interactions with client organizations, data scientists, design researchers, consumers, clients, strategic corporate partners, and relative team members inspiring creativity and harmonious business relationships. Forges alliances, leverages business tools, designs viable solutions, values diversity, communicates complex business ideas to various audiences, and readily accepts challenges. Additional competencies include:

Visionary Global Leadership • Technology Enhancements • Clinical Trials • Digital Patient Education • Invention & Innovation
Strategic Execution • Business Development • Revenue & Profit-Building • Project-Based Operations
Efficacy Scale Development • Culture/Ethics • Life Science & Healthcare Research • Multimedia Team Oversight • Consensus-Building

PROFESSIONAL EXPERIENCE

THE BRACKEN GROUP
Senior Partner | Jan 2024 - Present

DIGITAL SCIENCE TECHNOLOGIES LLC
Principal Consultant - Remote | 2008 - 2023

A business technology consulting firm specializing in clinical research, digital solutions, project funding, technology innovations, and educational programs.

Presided over a sole-consultant entity offering digital solutions supporting cancer survivorship studies and dermatological research, including full-cycle oversight on project funding practices, the origination of digital tools, and the implementation of educational programs for clinicians and patients forwarding clinical research aims. Supervised infrastructure deployment of investigator consensus tools, enabling enhanced measurement of treatment efficacy. Awarded an individual LLC distinction for an organization with 60+ training contracts servicing 22 unique biopharma clients for 14 profitable years.

Forged and maintained professional relationships with key opinion leaders (KOLs), engaged in study protocol consulting, and successfully conducted scale development and validation studies. Designed a portal-free training delivery service using Qualtrics.com, Articulate.com, and Google Apps and created a software-authored training system using Adobe, Java, and MySQL on a Linux Server. Performed all study bookkeeping and budget reconciliation employing the grants.gov website. Authored technical advances and sections of grant progress reports; at study completion, led marketing efforts to identify a pharmaceutical partner.

PROFESSIONAL EXPERIENCE - CONTINUED

- Awarded \$4 million in three National Institutes of Health (NIH) grants to create and study physician and patient education web interventions.
- Devised ongoing dermatology investigator training, established business in 14 dermatology therapeutic areas, and directed remote groups of three to ten people at a time, completing a peak of nine studies simultaneously.
- Fostered \$2 million in revenue from business interactions with AXIS Healthcare employing strategic marketing and establishment of key business, including Pfizer, Merck, Amgen, Galderma, and Schering-Plough
- Managed issuance of \$2 million in direct NIH-funded project publications capitalizing on partnerships with industry-leading medical researchers completing the nationally recognized project "Second Manhood" examining cancer survivorship and male reproductive dysfunction in tandem with the University of Texas MD Anderson Cancer Center (UT MDACC) and the US National Cancer Institutes.
- Championed \$4 million in gross revenue by conceptualizing and devising investigator-friendly disease severity grading tools and leading their implementation in 50+ clinical studies, accessed by thousands of study personnel present in 20 nations.
- Achieved a 98% overall success rate after bolstering relevant clinical study success by integrating innovative training and tools.
- Secured a 90%+ repeat client rate after enhancing the usability of study protocols and reinforcing adherence covering 80+ contracts with 27 global clients and clinical investigators present in 20 nations.
- Our most recent clinical trials training statistics show 4,930 unique training sessions completed over 9,300 training modules
- Presented at over a dozen in-person dermatologic study launches, conducted best practices training, and devised an acne photo library from consenting patients, advancing the use of evaluator grading data.
- Invented a T-shirt to evaluate upper torso acne; directed clinical studies, pioneered truncal acne research with Galderma, and finalized full cycle purchasing, quality assurance, and acquisition of thousands of shirts.
- Nurtured 100% reliability record (delivered on time and within budget every time with no exception; studies never delayed due to training) by utilizing Qualtrics and other analytical technology software to enhance the patient experience, integrate improvement surveys, and create data dashboards to drive progress photos and feedback management.
- Obtained 75% median investigator consensus online and 89% in-person consensus by applying imaging informatics to steer accuracy and efficiency in dermatology Rx clinical trials, including using Python to better patient photos for superior assessment of disease severity.
- Reaped 100% reliability; clinical studies lost zero days due to training delays, with every extra day costing clients ~\$1 million.
- Realized meaningfully positive impact on men's health after serving as the principal investigator on third web intervention with UT MDACC and the US National Cancer Institute, selecting and supervising the team and vendor partners.
- Facilitated a reliable solution = configured to satisfy every detail desired by the principal investigator by evaluating dotCMS technology (Java), configuring templates, authoring pages, and software-coded the patient questionnaires front end to work with a Java web app and MySQL database on an Apache server.
- Captured \$34,000 after inventing an image viewer for drug-affected histology for pathologists at PregLem Pharmaceuticals in the EU.
- Cultivated a cutting-edge sales support tool by creating a pain narcotics conversion calculator accessible by laptop, mobile, and print distribution for Endo International Pharmaceuticals.

EARLIER CAREER EXPERIENCE

As a webmaster, virtual faculty member, instructor, family medicine intern, vice president of communications, senior director/interactive and medical director, and director of medical services (Human Touch) with The Drop-Out Club, Crozer Primary Care Medical Informatics Institute, The University of the Arts, Temple University, Crozer-Keystone Health System, AXIS Healthcare Communications, Dudnyk Healthcare Group (CommCor, Inc.), and InterMedia (Vox Medica, Inc.)

TECHNICAL SKILLS, LANGUAGE PROFICIENCIES, & TECHNOLOGY

Google Apps Suite, MS Office Suite, Adobe Suite, Articulate Presenter, Visual Studio Code, VBA, Google Script, Python, Node.js, JavaScript, Arduino, MS Teams, Asana, Zoom

Bilingual/Native Fluency - English & French

JavaScript Web Tool with ESP32 Chips; TTGO 2020 Watch with ESP32; Node Express and MongoDB Full-Stack Application; Garmin vivofit - Two-Year Trial; Windows 11, Adobe Suite, 3-D Blender Character Creation; Minecraft Modification in Java/Eclipse; French Film Creation with HD Camera Technology; 3-D Creation in Shapeways Marketplace; YouthDigital.com 3-D Game; and Modify HTML5 using CSS3 and JS with Lynda.com.

Paul Martinetti

MD

Senior Partner



PROFESSIONAL ASSOCIATIONS & PATENTS

Digital Medicine Society, Member American Acne and Rosacea Society, Member American College of Sports Medicine, Member

Skin of Color Society, Member

French-American Chamber of Commerce, Member

United States Small Business Association, Member

US Patent & Trademark Office, [T-Shirt Invention to Treat Acne on the Chest, Shoulders, and Back](#)

US Patent & Trademark Office, [Font Display Placing Two Characters in One Space](#)

RESEARCH PUBLICATIONS

Journal of the National Comprehensive Cancer Network, Publication from 2nd women's health grant, focused on women's health: Efficacy Trial of an Internet-Based Intervention for Cancer-Related Female Sexual Dysfunction

Efficacy Trial, Internet-Based Intervention for Cancer-Related Female Sexual Dysfunction

Banking on Fatherhood, Pilot Studies of a Computerized Educational Tool on Sperm Banking before Cancer Treatment

Randomized Phase 3 Evaluation, Trifarotene 50 mcg Cream Treatment of Moderate Facial and Truncal Acne (invented shirt)

Picture-based acne lesion counts: A validation study to assess accuracy and reliability of acne lesion counts via photography

Publication of Positive Results from Pivotal Phase 3 Study, Berdazimer Gel, 10.3% (SB206) in Patients with Molluscum Contagiosum in JAMA Dermatology

Publication of Positive Results from Pivotal Phase 3 Study, Allergan Aesthetics Announces Positive Topline Results from Second Phase 3 Study of OnabotulinumtoxinA (BOTOX® Cosmetic) for the Treatment of Platysma Prominence

