



Isabelle de Cuniac

## Digital marketing & omnichannel senior consultant -Life Sciences

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More than 15 years of experience in leading innovation and Digital & Omnichannel engagement model in Life Sciences Companies to optimize HCPs /patient engagement.

### EXPERIENCES

#### Digital & Omnichannel senior consultant in Life Sciences



Kokrea - Since March 2024

- ▶ Advise life sciences companies in Omnichannel strategy to build the optimal mix of communication and distribution channels, leveraging digital tactics and touchpoints in order to maximize reach, impact and key stakeholders engagement.
- ▶ Provide different levels of support, depending on objectives, challenges and omnichannel maturity, from strategy to operational implementation :
  - ▶ Understand strategic objectives & challenges and audit if the customer engagement plan is maximized.
  - ▶ Provide support in digital & omnichannel strategic thinking and operational management : design tailored omnichannel plans, tactics and roadmap recommendations whatever the stage of maturity of your customer engagement model.
  - ▶ Support all digital channel operational implementation in collaboration with marketing/medical/regulatory teams.
  - ▶ Train and support change management for Sales/marketing/medical/regulatory teams (digital tools & capabilities , governance & process).
- ▶ Facilitate innovation awareness and integration
  - ▶ Raise awareness and educate on digital innovation impact on healthcare and use cases opportunities (AI, AI Gen, DTX ...)
  - ▶ Source and screen innovative solutions/providers and support integration management

#### Associate Director Digital Lead France BeLux



Alexion, AstraZeneca Rare Disease - June 2021 to March 2024

- ▶ Creation of the Digital lead position in the French affiliate.
  - ▶ Design, plan and lead omnichannel strategy and tactics across all Business Units to maximize reach and impact in coordination with local Brand Leads.
  - ▶ Cross functional lead to define digital tactics to increase disease awareness - one of the main challenge in rare diseases.
  - ▶ Contribution with brand lead to the successful launch for new indications (PNH, Myasthenia Gravis) and Koselugo in NF1.
- ▶ Drive change management & digital adoption : provide leadership and guidance to the marketing/ sales/regulatory teams to increase digital implementation and innovation.
- ▶ Define standards, set up optimized process (consent collection, remote edetailing, digital content production...) and metrics tracking.
- ▶ Support innovation by exploring, testing , and recommending new technology/suppliers. Mainly focus on Artificial Intelligence use cases in order to optimize patient screening and accelerate diagnostic and expert center referral.
- ▶ Strong collaboration with International Digital & IT team from strategy to capabilities deployment.

### SKILLS

#### Digital marketing & Omnichannel Strategy

- ▶ Support omnichannel strategic thinking through to operational management (strategic recommendations, roadmap, tactical plan, planning...).
- ▶ Digital marketing (Email marketing, AI Gen, website, SEO, online advertising, content strategy...) \* omnichannel tactical plan \* Social Media
- ▶ Project management - Agile method
- ▶ Life science - experienced in rares diseases
- ▶ Passionate about all opportunities provided by digital technologies, especially AI, I stay constantly informed about the latest trends, technologies and best practices

#### Operational steering & project management

- ▶ Ability to audit, structure, define priority, plan and ensure deployment in line with planning .
- ▶ Ability to work in a complex environment including, local, regional and global level.
- ▶ Solution, business and impact oriented

#### Change Management (culture, mindset, governance & process)

#### Direct & cross-functional management

#### Language

- ▶ English : TOEIC 925 / Professional and conversational
- ▶ Italian: conversational

## Digital & Omnichannel senior consultant in Life Sciences



KoKrea - June 2019 to June 2021

- ▶ Guide lifesciences companies in the optimal use of communication and distribution channels, leveraging digital tactics in order to maximize reach, impact and stakeholder engagement.  
Provide support in digital & omnichannel strategic thinking and operational management.
- ▶ Overview of main missions carried out with pharma companies and Biotech in this specific Covid and Post Covid period:
  - ▶ **Change management for field teams :**  
Lead the commercial model evolution towards hybrid model (F2F, remote edetailing, approved email, webinar, etc.) for Reps and MSLs and reinforce usage and long-term adoption.
  - ▶ **Change management for marketing team :**  
Optimize Digital Content production and channels usage ( IVA, emailing , approved email, email fragment, website ...).
  - ▶ **Maximize campaign dissemination with digital tactics :**
    - o Increase reach and impact for launch campaigns through orchestrated omnichannel tactics with owned and paid media.
    - o Maximize dissemination for disease awareness campaign : reach "not visited HCPS" in the frontline for diagnosis.
    - o Support a mature product SOV in the event of a drop of promotional investment.
  - ▶ **Support marketing/ medical team for strategic thinking during brand/disease plans with omnichannel engagement plans:**
    - o Build models to define persona and map each customer journeys.
    - o Maximize engagement through tailored key messages dissemination with digital touchpoints.
- ▶ **Business partner at Papearus, senior expert consultants in lifesciences for driving innovation:**
  - ▶ Supporting open innovation: identification and formalization of value-added services, sourcing, networking and partnerships with start-ups.
  - ▶ Facilitate and coordinate start-up collaboration with Pharma companies

## Head of Multichannel Excellence



BIOGEN - August 2017 to December 2018 - Paris - France

- ▶ Creation of the position - Lead the acceleration of operating model transformation through the deployment of a multichannel engagement plan.
  - ▶ Lead and adapt the local execution of Biogen Global & Regional's multichannel strategic plan in collaboration with the Business Units.
  - ▶ Define local priorities and roadmap on the 4 axes: capabilities, contents/services, data/KPI and culture.
  - ▶ Maximize HCPs engagement through multichannel campaigns
- ▶ Change management:
  - ▶ Lead the implementation of the new global strategic plan model "Customer centric" (versus "product centric")
  - ▶ Increase sales, marketing & medical teams digital skills through workshop and training
  - ▶ Simplify processes related to digital media/devices (e.g. validation process for Facebook campaigns)
- ▶ Impact measurement using Global KPIs - monthly reporting to the senior management team

## Business Partner Digital & Multichannel



TAKEDA - 2013 to September 2016 - Paris

- ▶ Creation of the position - Design a local HCP/patient centric multichannel strategy for all brands, establish priorities and roadmap in line with local BU and Europe/Global strategy.
- ▶ Pilot the multichannel plan execution, experiment locally with new digital customer engagement tactics and share feedback with European teams.
- ▶ Define KPIs, analyze and make recommendations for corrective actions.

- ▶ Driving the digital transformation internally (culture, tools, governance and process)
- ▶ Direct reporting to the COMEX - Member of the Core Team Digital Europe

## Vice Président College Pharmaceutical company Think Tank le lab eSanté



Le Lab esanté - 2012 to 2017

Think tank bringing together patients, healthcare professionals, manufacturers, institutions, publishers and agencies to promote digital best practices.

## Digital Strategy Manager



Bristol-Myers Squibb - 2010 to 2013 - Paris

- ▶ Design and deploy a local customer-centric multichannel strategy aligned with the global strategy.
- ▶ Build and manage a web platform dedicated to healthcare professionals information and services and covering all BMS therapeutic areas: [www.bmsplus.fr](http://www.bmsplus.fr) => federate a community of healthcare professionals and develop the reputation of BMS and its brands. Objective of deployment in Europe.
- ▶ Experiment and pilot the implementation of new channels (remote edetailing, webcast, econferencing...). Coordination of projects and best practices sharing with the the Regional innovation lead team.
- ▶ Change management: develop a digital culture internally and implement a cross functional governance model.
- ▶ Direct and cross-functional management - Direct reporting to the Innovation Director (member of the Executive Committee)

## Innovation project manager



Bristol-Myers Squibb - 2006 to 2010

## Market research and SFE analyst



Bristol-Myers Squibb - 2004 to 2006

## USA expatriation : Vice -President of Philadelphia Welcome Association



Philadelphie Accueil - 2000 to 2004

Vice-president, creation of the first website and editor of the newsletter.

## Market research analyst

Bayer Pharma - 1997 to 2000



## Sales representative

Bayer pharma - 1993 to 1997



## Project manager coordination sales marketing

Danone - 1990 to 1992

## EDUCATION

### Professional Scrum Master 1 & Professionnel Scrum certifié

SCRUM.ORG

Since March 2021

PSM 1 certification demonstrates a fundamental level of scrum mastery. PSC is a professional certification recognized by French Ministry of Labor.

### MBA Marketing Digital et eBusiness

MBA MCI INSTITUT LÉONARD DE VINCI

October 2016 to October 2017

MBA MCI: Digital Marketing & eBusiness training ranked n°1 in the SMBG ranking in 2020

## **Design Thinking for the Greater Good: Innovation in the Social Sector**

UNIVERSITY OF VIRGINIA DARDEN SCHOOL OF BUSINESS

Since March 2019

Certification Design thinking

## **Strategic Management certified course**

ESSEC EXECUTIVE INNOVATION ET EXCELLENCE

2015

## **Web Designer**

TEMPLE UNIVERSITY, PHILADELPHIA

2003

## **Master - Management**

INSEEC BORDEAUX

1987 to 1990