

Ralph W. Demmler

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- 15+ years project management experience leveraging innovative tactics, marketing automation, CRM, web and data analysis to advocate, design, orchestrate and optimize omnichannel marketing campaigns
- Client-facing resource engaging a matrix of partners and internal teams to formulate and act on strategy
- 10 yrs managing healthcare provider (HCP) and consumer (DTC) campaigns, including launch, Rx writing, and patient trial & adherence programs, for device, vaccine, HIV, oncology, respiratory, and diabetes brands

Professional Experience:

CMI Media Group, a WPP Company

Associate Director, Customer Experience Management

September 2019 to October 2024

Led the full cycle of HCP omnichannel promotional campaign design, implementation, and optimization leveraging CMI's groundbreaking responsive marketing automation (SaaS) solution and media supplier connectivity

- Led continual evolution and grew footprint of CMI's most sophisticated client to 5 brands investing \$1 to 10+ million budget across digital, programmatic, audio, video, social, EHR, CTV, and direct marketing channels
- Secured specification and adoption of CMI's marketing automation solution by leading proposal presentations, weekly touch bases, and technical documentation (BRD, SOW, Visio)
- Managed CXM Analysts to oblige clients' business objectives, assure their command of complex campaign design details, and achieve a +90% record of on time launches
- Partnered with Business Insights (BI) to develop analysis and recommendations to optimize campaigns that on average outperformed engagement metric benchmarks by 1/3
- Promoted from **Manager, CXM** in September 2023

Multi-Channel Marketing

Project Consultant

January 2017 to August 2019

Principal resource for B2B marketing automation and CRM cloud requirements gathering and implementation

- Configured, executed and measured email marketing on Adobe's Marketo platform to engage LEAF Commercial Capital's contact database across six business units (obtained Marketo Certified Associate)
- Regularly achieved open rates above 20% and tracked attribution with Revenue Cycle Explorer with email nurture (drip) tactics segmented by lead stage and job function
- Implemented HubSpot Marketing, CRM, and Sales Clouds for a small manufacturing client's first ever foray into email marketing and sales automation (obtained HubSpot eMail Marketing and Sales Certifications)
- Compiled contact database from first and second party sources, configured sending domains, and implemented deliverability tactics to achieve a 19% open rate and no spam reports on inaugural email campaign
- Standardized data fields and values to migrate medical device maker from SugarCRM to Pardot salesforce.com

Merkle (Pharma Marketing Services)

Associate Account Director

January 2016 to October 2016

Account and project manager assuring maximum return for a diabetes brand's investment in Merkle's database management, email orchestration, programmatic advertising, and analytics/BI practices

- Directed client engagement, vendor partner collaboration, status reporting, and new processes to build, deploy, measure, and optimize DTC patient acquisition and adherence email campaigns
- Managed marketing services team, analysts, and subject matter experts to address unplanned brand and compliance requirements, and segment / score a database of 2 million contacts
- Recommended tactics based on email deliverability analysis, A/B tests, and customer experience that rehabilitated a bad sender reputation and improved open rates to 30% –well above industry benchmarks

IMS Health (now IQVIA)

Relationship Manager

September 2013 to November 2015

Client success resource assuring maximum return on life science and healthcare brands' investment in IMS' purpose-built marketing automation/ database/ analytics cloud solution (SaaS)

- Led client and agency partner engagement, requirements gathering, project management, status reporting, user adoption, and strategic business reviews for multi-channel HCP and DTC marketing programs
- Managed tech support, solution architects, professional services, product development, data analysts, contracts and other IMS business units to deliver on contract terms and client expectations
- Wrote six-figure license agreement renewals, product development SOWs, and new project proposals
- Navigated IMS' marquee client through data quality and platform issues to surpass annual engagement objectives for a loyalty program of 8 OTC and Rx brands, 3 million members, and 100 million transactions

Harte Hanks

Senior Marketing Programs Manager

August 2012 to July 2013

Created content for, executed, and measured demand generation campaigns targeting pharma and health insurance prospects for an omnichannel marketing services agency

- Spearheaded implementation of Oracle's Eloqua marketing automation cloud (SaaS)
- Led list acquisition, outbound telesales, web content, webinars, social media, direct mail, tradeshow, and email campaigns that generated qualified leads (MQLs) and met targets for sales rep appointments (SQLs)

Beacon Healthcare Communications (Interactive Div.)

Manager of CRM Strategy and Programs

April 2008 to July 2012

Managed and measured acquisition and adherence programs for agency's pharma and medical device clients, including multi-channel CRM campaigns, SEO/SEM, clinical call centers, and co-pay reimbursement cards

- Reengineered and managed day-to-day operations of a patient acquisition and loyalty program that lifted Rx adherence 17% for client's \$700 million eye care franchise
- Managed clinical customer service call center, IVR/ operator response service, and database & fulfillment vendor partners to yield continual improvement in service levels at same cost, FTEs
- Led search engine optimization (SEO) practice and digital advertising partners; PPC, display, affiliate efforts
- Analyzed Google Analytics, SQL query, Excel, search, call center, fulfillment, email, and prescription sales (Rx) data to report on campaign performance, guide tactics, forecast, and optimize customer experience

MARS Drinks Group

e-Business Marketing Manager

June 2006 to November 2007

Managed e-commerce website, paid search (SEM) and email campaigns, then measured impact on customer acquisition and cart & call center purchases

- Reduced PPC ad spend by 55% while improving click through and conversion rates by 300%
- Published a biweekly email that encouraged wider product selection and generated 200 orders per send
- Developed *myflavia.com*'s product sampling, shopping cart itemizer, and shipping discount features which increased order amount by 15% and encouraged self-service

Education:

M.B.A. Katz Graduate School of Business, University of Pittsburgh

Marketing and Finance

B.A. Middlebury College

Economics major, Studio Art minor