

Meghan J. O'Sullivan

CONTACT INFORMATION



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BUSINESSES

Healthcare Marketing Consultancy

Interimarketing/

O'Sullivan Communications, Inc.

1991 – 2022

www.Interimarketing.com

AWARDS

New England Bell Ringer Awards

Best Organizational Identity

Best Tech Product Launch

Best Community Service Campaign

EDUCATION

B.A. Cum Laude

Wheaton College

Norton, MA

EXECUTIVE SUMMARY

I am a senior level consultant with extensive marketing and business development experience in the healthcare and life sciences industries. I have developed and executed impactful strategies and programs that build awareness, generate revenue, and increase product adoption among physicians, hospital systems, patients, and payers.

TOP QUALIFICATIONS

- **Executive Leadership and Management**
 - Trusted advisor to C-Suite executives & directors
 - Proven track-record managing complex, cross-functional projects
 - Ability to identify and integrate marketing operations solutions
- **Corporate & Product Positioning Strategies**
 - Provide strategic leadership and oversight of branding, promotion, communication, advertising, and digital footprints for organizations needing to build awareness and market share
 - Experience building provocative value propositions that address multiple buyer profiles and stakeholders
 - Expertise in building messaging strategies for C-Suite executives & sales teams
- **Sales and Marketing Execution**
 - Capable of developing marketing communications programs tailored to various constituents (physicians, patients, employers, payers, health systems)
 - Strong leadership in building comprehensive, go-to-market strategies that build awareness, generate leads and support sales
 - Ability to work with and champion sales teams by identifying partnerships and building relationships with KOLs to support sales activities and objectives
- **Website & Collateral Design**
 - Experience in conceptualizing, writing, and providing visual direction for print collateral, advertising, presentations, and websites
 - Proficient with website development, SEO, & Analytics
 - Ability to build lead generation campaigns using digital marketing platforms and CRMs
- **Public Relations**
 - 20+ years of experience in public relations and Investor Relations
 - Press Release writing and distribution
 - Over 25 years of experience placing stories in trade journals, consumer publications and national mainstream media
- **Software/Technology Experience**
 - Microsoft Office, Weebly, WordPress, Hubspot, Zoho, Agile CRM, Yoast, Monday, Trillo, Basecamp, Constant Contact, MailChimp, WVM, Canva, Adobe Creative Cloud, Cision, and Accesswire.

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PROFESSIONAL EXPERIENCE

Interim Director & Director of Marketing | STAGEZERO LIFE SCIENCES

2014-Present | Toronto, CAN /Richmond, Virginia

Molecular Diagnostics - Early Cancer Detection & COVID-19 PCR Testing

- Developed the new name, brand, and positioning strategy for the launch of StageZero Life Sciences (Formerly GeneNews) a company specializing in blood tests for early cancer detection.
- Spearheaded direct to consumer testing program for cancer diagnostics via telehealth. Included building customer journeys for seamless delivery of testing services.
- Added three additional brands to our offering upon acquisition of Care Oncology, Inc. and Care Oncology Clinic, UK
- Oversee the digital marketing efforts of the company including paid and organic campaigns
- Identified and deployed project management tools, including a CRM system to keep sales-teams accountable
- Managed public relations and assist in investor relations activities

COVID-19 Testing Program -STAGEZERO LIFE SCIENCES

2020-2021

- During the Pandemic, lead the company's marketing and operations initiatives to pivot from cancer testing to COVID-19 testing. This included identifying partnerships for physician prescribers, mobile phlebotomy, patient portals, and scheduling systems to support employer testing programs.
- Introduced at-home Saliva testing with remote video healthcare supervision.
- Designed all new product packaging & inserts for home testing, as well as instructional videos.
- Launched partner testing programs including programs for Barbados, Aruba, and Rexall Pharmacies.
- Helped grow revenue by \$4.32 million

Marketing Consultant | ADVANDX (Acquired by OpGen 2016)

2013-2016 | Woburn, MA

Molecular Diagnostics – Rapid Pathogen ID for Infectious Disease

- Provided marketing consulting and support to Director of Sales & Marketing, Director of R&D, and Lead Product Manager
- Collaborated with team to launch four new QuickFISH rapid IVD assays in 3 years and Increase Sales of QuickFISH IVD platform by 102% (2014 vs.2013)
- Developed core messaging around product launches including a program for selling into hospital systems, "The AdvanDx Advantage" which demonstrated the value of using our assays for rapid pathogen ID to improve patient outcomes, reduce length of stay and lower costs associated with life threatening bloodstream infections.
- Worked with management team to successfully position company for acquisition by OpGen in 2016

Marketing Consultant | HEALTHRAGEOUS (Acquired by Humana 2014)

2011-2013 | Boston, MA

Healthcare Technology Platform

- Worked with senior management and product development teams to create messaging component of health technology platform that provided personalized, interactive, self-management tools to help individuals shed unhealthy habits and improve adherence to medical advice.
- Developed all customer facing content for the company's automated health coach and feedback loop. Included developing hundreds of health tips for increasing exercise, decreasing stress, and managing of chronic health conditions.

MORE>

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EXPERIENCE, CONTINUED

Marketing Consultant | SRS MEDICAL

2011-2012 | Billerica, MA

Medical Device - Urology

- Launched the UroCuff® device to help measure urine flow and bladder obstruction in men with BPH
- Launched line of women's products (pessaries) for the management of incontinence
- Built content for websites, landing pages and lead generation campaigns to build awareness and increase product adoption among urologists throughout the U.S. and Managed all public relations activities

Marketing Consultant | TRIVERIS (Acquired by United Healthcare)

2007-2009 | Eatontown, NJ

Personal Health Record

- Launched one of the nation's first Personal Health Records to improve patient compliance with important health screenings to lower health costs and catastrophic claims for self-funded employers
- Established a name and messaging strategy for the PHR and built new user interface guidelines
- Created website, collateral materials and video demos that translated innovative technology into end user benefits.
- Successfully communicated value propositions that were instrumental in acquisition by SeeChange Health.

Marketing Consultant | LODOX STATSCAN

2003-2006 | New Jersey / South Africa

Medical Device – Full Body X-ray for Trauma Patients

- Developed messaging that positioned the Lodox Statscan™ as a life-saving emergency room technology for trauma patients needing an open tunnel, full body scan to detect life threatening injuries within seconds.
- Built website, collateral, and presentations prior to national media launch
- Secured coverage on CNN Headline News, Next@CNN, Fox News, CBS News and more than 159 television stations nationwide. Also locked in coverage with the Associated Press and Popular Science Magazine

Additional Healthcare Experience

- **Antares Pharmaceuticals** - Directed the development of a Patient Injection Reminder Application "Total Care" for patient who are prescribed Otrexup® (A single-dose auto-injector for Methotrexate)
- **Michelson Diagnostics** - Developed U.S. Marketing launch for diagnostic company specializing in non-invasive, high-resolution imaging of tissue structures beneath the skin surface (2009-2010)
- **Flagship Global Health** – Launched one of the nation's first concierge health companies (2007-2008)
- **DoubleCheckMD** – Developed new brand and user interface for interactive drug interaction checker (2009)
- **Accelerated Cure Project:** Build Awareness campaign to grow largest biobank for M.S research (2007-2008)
- **Practices:** New England Laparoscopic Institute, Clinton Hospital, Adult & Pediatric Dermatology, Care Oncology, Care Oncology Clinic.