

Meghan J. O'Sullivan

CONTACT INFORMATION



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BUSINESS

O'Sullivan Communications, Inc.
DBA Interimarketing™
Fractional marketing consulting
www.Interimarketing.com
Agency 1991-2023

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

American
University

University of
Bath, England

EXECUTIVE SUMMARY

Meghan is a senior executive with a passion for delivering impactful marketing and business development strategies that create awareness, generate leads, and increase revenue for her clients. For more than 20 years she has provided go-to-market strategies to companies that sell to, or operate within the healthcare, biotech and life sciences industries.

TOP QUALIFICATIONS

Executive Leadership and Management

- Trusted advisor to C-Suite Executives & VPs of Marketing
- Proven track-record managing complex product launches and corporate campaigns.
- Experience working with cross-functional teams in operations, R&D, and product development.

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.
- Ability to build provocative value propositions that address multiple buyer profiles and stakeholders.

Sales and Marketing Strategy

- Capable of developing marketing communications programs tailored to various constituents in the buying cycle (B2B & B2C).
- Ability to work with and champion sales teams by identifying partnerships and building relationships with KOLs to support sales activities.

Content Development & Digital Marketing

- Seasoned copywriter and designer (print collateral, advertising, presentations, and websites)
- Proficient with website programming platforms, SEO, & Analytics
- Ability to build customer journeys with multiple touchpoints within the marketing funnel.

Public Relations

- 20+ years of experience in public 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, Agile, ZoomInfo, ZOHO, Salesforce, Yoast, Monday, Trillo, Basecamp, Workspace, Constant Contact, MailChimp, Canva, Adobe Cloud

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PROFESSIONAL EXPERIENCE

Interim Director of Marketing | STAGEZERO LIFE SCIENCES

2014 - Present | Toronto, CAN | Richmond, Virginia

Molecular Diagnostics - Early Cancer Detection, Prevention & Treatment

As the Interim Director of Marketing at StageZero Life Sciences (TSX: SZLS), I have been responsible for creating the overall marketing and business development strategy for the corporate entity and all related product lines. StageZero Life Sciences began as a pioneer in the liquid biopsy space and developed one of the first blood tests to detect the molecular signatures of multiple cancers from a single sample of blood. In 2021 the company acquired Care Oncology to support the company's mission to reduce the incidence of late-stage cancers through early detection and prevention programs. In addition, Care Oncology supports patients with cancer through adjunctive metabolic therapies that may help improve their response to standard-of-care therapies and reduce side effects.

Key Accomplishments

- Developed the name and brand identity for the launch of StageZero Life Sciences
- Built product positioning, messaging and campaigns for the company's diagnostic and clinical services. Including developing value propositions for payers, patients, health systems and employers.
- Re-launched Care Oncology's flagship product, The COC Protocol, to include advanced biomarker testing for tracking metabolic dysfunction, which if optimized, may improve cancer outcomes. The relaunch included the development of the Company's COC Health Insights Digital Platform for tracking patient progress on the new protocol.
- Support all sales functions for the company's product lines including presentations, sales training, lead generation and awareness campaigns.
- Initiated outreach campaign (The Hidden Costs of Cancer) to employers, insurers, and reinsurers to build awareness for our cost reduction programs. Also developed a health economic model demonstrating the advantages of early intervention as a cost avoidance strategy in employee populations.
- Supervise all public relations, social media, and investor relations activities.
- Above activities helped generate \$6.7 million in revenue over a 2-year period, post-acquisition 2021-2022

COVID-19 Testing Program 2020-2021

- During the Pandemic, spearheaded the company's marketing and operations initiatives to pivot from cancer testing to COVID-19 testing. This included identifying partnerships with physician prescribers and mobile phlebotomists as well as building patient portals and scheduling systems to support consumer and 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 increase revenue by \$4.32 million for COVID-19 testing.

Marketing Consultant | ADVANDX

2013-2016 | Woburn, MA (Acquired by OpGen 2015)

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

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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 chronic health conditions.

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 create awareness and increase product adoption among urologists throughout the U.S. and Managed all public relations activities.

Marketing Consultant | TRIVERIS (Acquired by United Health)

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 (Healthmine)

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 patients who are prescribed Otrexup® (A single-dose auto-injector for Methotrexate) 2016
- Regenicin: Managed PR for Regenerative medicine (autologous skin graft) for burn victims.
- 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)
- 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.