



MEGHAN O'SULLIVAN

INTERIM DIRECTOR OF MARKETING

PROFESSIONAL PROFILE

Meghan is an experienced marketing executive with a passion for developing and executing high-impact marketing and business development strategies that drive brand visibility and revenue growth for her clients. Specializing in healthcare, biotech, and life sciences industries, she excels in corporate and product positioning, sales, content development, and lead generation. Her acumen extends to crafting compelling value propositions, orchestrating successful product launches, and cultivating customer engagement initiatives.

WORK EXPERIENCE

President | Interimarketing™
2007 - Present | Carlisle, MA

Meghan is available for short-term or long-term engagements to support your marketing initiatives. Below is an abbreviated list of relevant work experience:

- **Cerillo:** Launched the first off-the-shelf microbiome research platform for microbial interaction studies.
- **Tufts Medial Center:** Successfully managed women's health marketing initiatives during a colleague's maternity leave.
- **StageZero Life Sciences:** Launched the first liquid biopsy for detecting the molecular signatures of multiple cancers from a single blood draw.
- **AdvanDx:** Launched 4 QuickFISH rapid IVD assays for early detection of blood stream infections. Acquired by OpGen.
- **Hea!thragous:** Developed content for health technology platform that provided personalized, interactive, self-management tools to help individuals shed unhealthy habits. Acquired by Humana.
- **Antares Pharmaceuticals:** Developed a patient injection reminder application "Total Care" for patients who are prescribed Otrexup® a single-dose auto-injector for Methotrexate.
- **SRS Medical:** Launched UroCuff®, a non-invasive device to help measure urine flow and bladder obstruction in men with BPH. Also launched women's health products for urinary incontinence.
- **Michelson Diagnostics:** Developed U.S. Marketing launch for diagnostic company specializing in non-invasive, high-resolution imaging of tissue structures beneath the skin surface.
- **Lodox Statscan:** Launched the first low-dose full body digital scanning system for emergency rooms and trauma centers.
- **Accelerated Cure Project:** Built awareness campaign to help grow largest biobank for MS research
- **Medical Practices:** Tufts Medicine, AP Derm, New England Laparoscopic Institute, UMass Worcester, Flagship Global Health, Care Oncology

CONTACT

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 Carlisle, MA

SKILLS

- Marketing Strategy
- Digital Marketing
- Product Launches
- Product Marketing
- Strategic Positioning
- Market Segmentation
- Content Strategy
- Content Development
- Customer Engagement
- KOL Development
- Lead Generation Campaigns
- Website Design
- Presentation & Collateral Design
- Social Media Management
- CRM Management
- Public Relations

Technology Skills:

WordPress, Weebly, Wix, Squarespace, Yoast, HubSpot, ZoomInfo, ZOHO, Slack, Asana, Monday, Basecamp, Workzone, Constant Contact, MailChimp, Canva, Adobe Creative Suite, Microsoft 365

EDUCATION

B.A. Cum Laude
Wheaton College
Norton, MA

[Case Studies](#)

WORK PERFORMANCE

Marketing Consultant | Cerillo

April 2023 - Present | Charlottesville, VA
Biotech - Microbiome Research Platforms

Spearheaded a transformative shift in Cerillo's sales strategy by collaborating closely with the company to redefine its approach to selling microbiome research solutions. Led efforts to transition from selling individual components to a holistic "research platform", amplifying the value proposition beyond standalone products. In addition, played a pivotal role in the successful launch of Cerillo's co-culture duet system, a groundbreaking innovation for microbial interaction studies.

Key Accomplishments

- Revamped all messaging and value propositions to realign with the repositioning of Cerillo's product line.
 - Created and Introduced the "Co-Culture Champion" campaign, designed to drive awareness, and gather valuable data on the diverse applications of the co-culture platform, further enhancing the company's market insights.
 - Develop customer engagement campaigns and create content for the company website, blog, social media channels, presentations, and marketing collateral.
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Marketing Consultant | StageZero Life Sciences

2014 - 2022 | Toronto, CAN | Richmond, VA
Molecular Diagnostics - Early Cancer Detection, Prevention & Treatment

Spearheaded the launch of StageZero Life Sciences, developing the name and brand of the company. StageZero is a pioneer in the liquid biopsy space with a mission of finding cancers in the earliest stages.

Key Accomplishments

- Launched Aristotle® the first mRNA blood test to detect the molecular signatures of multiple cancers from a single sample of blood.
- In 2021 supported the launch of Care Oncology, a StageZero acquisition to strengthen their mission of improving outcomes for patients with cancer through early interventions.
- Developed product positioning, crafted compelling messaging, and orchestrated strategic campaigns for the company's diagnostic and clinical services including tailored value propositions targeting patients, health systems, and employers.
- Launched digital marketing campaigns to create a seamless patient journey.
- 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.
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Marketing Consultant | AdvanDx

2013-2016 | Woburn, MA (Acquired by OpGen)
Molecular Diagnostics - Rapid Pathogen ID for Infectious Disease

Key Accomplishments

- 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 to 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.
- Created "The AdvanDx Advantage" offering which demonstrated the value of using AdvanDx 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.