

➤ T. Blane McMichen

Creating Successful Digital Marketing Experiences for Customers and Clients in Life Sciences and B2B Markets



With a focus on creating meaningful digital experiences that delight customers, I am known for innovative strategies and program executions that deliver business results. My first use of Internet technology for business began in 1997 and was featured in Fortune Magazine. Recognizing its potential, I changed career focus to e-business solutions, transitioning to e-marketing a couple of years later. Over the past 19 years my focus has been the development of digital marketing, including early work with WebMD, Medscape, Google and other dot-com era start-up companies. My roles included develop and deploy online programs for life science brands, and deployment of enterprise solutions with internal and cloud technologies. My most recent leadership focus is the application of marketing automation capabilities, as an enabling technology platform to create relevant customer brand experiences through their journey.

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Select Accomplishments

- Global Digital Marketing - change agent in a business unit CMO staff role driving multichannel market mix adoption
 - ▶ Global capability and skills development – marketing stack definition and integration, training and affiliate consulting
 - ▶ Organizational change agent – adoption of digital channel in the marketing mix, sales integration
 - ▶ Implemented campaigns in 9 countries – campaign designs with social, print ads, email, landing pages, video, webinars and events
- Compliance and consent management – developed a self-service preference center, with double and single opt-in workflows
- Digital marketing lead for pharmaceutical brand launch – in support of a new class of diabetes medicine, including DTC and HCP promotions
- Marketo Certified Expert and Indianapolis Marketo User Group Leader – 2017 Revvie Award Finalist

Capabilities & Services

The unique value I bring is systems-thinking approaches to problem solving, leveraging both deep technical knowledge and strong business acumen, to develop innovative solutions for company challenges.

Program Visualization & Strategy

Because of my unique background and experience, I am able to visualize and communicate abstract concepts. The conceptual overlay of goals and implementation ideas affords me the ability to visualize potential solutions. My ability to clearly articulate concepts enables the team to contribute, refine, align, and own decisions.

Multifaceted Creative Execution

My engineering training, diverse work history, and graphic design skills provide me with the ability to implement prototype and production tactics. Also, I understand technical abilities and limits, ideally suiting me to serve as a liaison with technical teams. [HTML, CSS, JS, SQL, Cloud/SaaS, SSL/TLS, etc.]

Segmented Execution Plans

One size does not fit all. I am able to evaluate programs to determine how segment insights can be incorporated into campaign designs.

Performance Measurements & Monitoring

Measurement requirements need to be part of the program design. I know how to set-up campaigns with hooks for data to effectively measurements and evaluate performance to meet the desired outcome.

Channel Experience

Over the years I have acquired a rich understanding of SEM, SEO, Display Ads, Mobile Responsive Websites, Email, Print, CRM, Surveys, Social Media, Direct Mail, Kiosks, and Publishing Partners.

Technology Assessment & Deployment

Leading the business and teams in the use of new capabilities often requires the selection, configuration, testing and deployment of new tools, such as an integrated marketing stack. Being an experienced solution architect with project management skills, I can lead teams through the complicated process of requirements gathering, selection of potential solutions, RFPs, evaluation, testing, training development and rollout.