

Alexandra Fulford



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Education

2005-2007 MBA	IESE Business School, Barcelona, Spain
1997-1998 MSc International Marketing Management	Leeds University Business School
1993-1997 BA European Studies	Leeds University, Leeds, UK

Profile

Multilingual, geographically mobile, global digital and social media expert in healthcare. Creative innovator and strategist with vast experience in advising, mentoring and working with top managers and brand teams on digital transformation and the effective implementation of digital and social media strategies and assets

Experience

Current Kanga Health – Digital Strategy Consultant

SWITZERLAND

TAKEDA

Developed new Multichannel Marketing process, digital channel playbooks and MCM training bootcamps

Feb 2016 – June 2019 BOEHRINGER INGELHEIM- Senior Digital Manager

GERMANY/ SWITZERLAND

Employed as a member of the Global Digital Excellence team on a long-term contract

- Providing strategic direction and driving change for the CardioMetabolism franchise, including developing and implementing the global digital strategy and digital assets, upskilling the marketing and medical team and co-ordinating with the local markets
- Responsible for first major brand at Boehringer to use a digital-first approach
- Supporting global and local brand teams around social media engagement, including setting up influencer programmes and HCP and patient specific communication
- Developed and leading a ground-breaking global reverse mentoring programme for senior management, including acting as Mentor to the CMO, Head of Legal and Head of Medical

Sept 2013-May 2015 ZS ASSOCIATES- Digital Strategy Consultant

SWITZERLAND

- Delivered strategic consulting projects focused on global and regional customer centric and multi-channel marketing and strategy, including cross-channel campaign cadence and integration
- Led teams and workshops on digital and social media strategy and patient centricity
- Provided thought leadership and expertise on multi-channel strategy; digital transformation; patient advocacy and working with online influencers; and innovative marketing and content strategy

2007-2013 Independent Digital Consultant

Operated on a dedicated single client basis with full time commitment and contract direct or through agencies- in some cases on payroll as project. Clients and Projects include:

MÖLNLYCKE

SPAIN

Developed global social media guidelines and process, and supported local implementation

NOVARTIS

SWITZERLAND

Developed global social media training strategy and curriculum, and successfully implemented social media training and workshops with affiliates and global divisions.

ROCHE

SWITZERLAND

Employed as a member of the global digital team on a long term contract

- Developed the Global Multichannel Strategy for Roche's highest priority brand (dalcetrapib) and new therapeutic area, including implementation of global-affiliate work groups, new working process, gaining brand team buy in, implementing disease focused social media and exploring patient support options and communications. The role also included co-ordinating with cross-functional teams to ensure cross-channel integration and cohesion
- Led Global Marketing social media initiatives, including writing guidelines, gaining compliance buy in and sign off, global social media strategies, implementation and advice to local market
- Worked on global digital strategy for Avastin, Global Oncology and congress, and digital training

DIGITAS HEALTH

UK

Managed six key global pharmaceutical digital client accounts including client relationship management, team management, business development, strategy development and implementation

SAPIENT NITRO

UK

Project to develop SapienNitro's digital offering in the pharmaceutical industry

MERCK SERONO

SWITZERLAND

Played a lead role in an R&D Digital Transformation project including people management and looking at the use of communication channels and internet to facilitate the uptake of the project

NOVO NORDISK

DENMARK

Provided analysis and recommendations on Global Strategic Sourcing strategic business processes

NOVARTIS

SWITZERLAND

Supported HCV Brand team with analysis of new media and technology opportunities and recommendations on online patient support tools

JULY – SEPT 2006 NOVARTIS- MBA Summer Internship

SWITZERLAND

AUG 2003- JUNE 2004 Gap Year travelling alone South East Asia

OCT 2000-JULY 2003 **McKINSEY & CO** – E-Health Analyst

UK/ SWITZERLAND

OCT 1999- OCT 2000 **GMC RESEARCH-** Research Analyst

UK

FEB 1999- OCT 1999 **GLAXO WELLCOME PLC** – HR Assistant

UK

LANGUAGES: English Fluent, French Fluent, German Fluent, Spanish Fluent, Chinese Basic

NATIONALITY: Dual British / German

INTERESTS: Animal Rescue, Photography, Diving, Cinema, Travel, Social Media, Networking

ACHIEVEMENTS: IESE Scholarship, Co-Founder and Fundraiser for Hope for Romanian Strays (NGO), Hashimoto's Patient Advocate, Pro-Bono social media advice for patient advocates