

TAD CARTER

tad@tadcarter.com

Raleigh, NC

(805) 689-0037

SUMMARY

Global Marketing and Business Development Executive with experience developing strategic business plans, tactical execution and leading cross-functional teams. Passionate about life-saving technologies and a proven track record for creating emotional connections with product brands.

Core competencies include:

- Managed team of 4+ direct reports and 35 indirect field sales representatives.
 - Launched over 14 new products globally including KOL programs, consumer marketing (DTC, B2B) and digital outreach programs.
 - Developed annual business plan as a member of executive leadership team to drive P&L results and accountability throughout the organization.
 - Proven track record of successful growth in start-ups and public entities ranging from \$75M to \$600M.
-

PROFESSIONAL EXPERIENCE

Mesoblast Inc., Australia/US (Biotech/Cellular Medicine)

Sr Director of Marketing & Business Development 11/17-5/20

Responsible for the development of global brand strategy including content, advertising, digital and traditional media.

- Global experience developing complex sales tools, creating strategies and executing tactics to drive adoption of cell therapy.
- Leveraged content marketing strategies and training to drive top-of-mind awareness of allogeneic ‘off-the-shelf’ products for cardiovascular disease, chronic low back pain, GVHD and Rheumatoid Arthritis.
- Developed and executed best in class e-learning experiences across desktop, mobile and tablet platforms.

TherapeuticsMD, Boca Raton Florida (Pharmaceutical Women’s Healthcare)

Director of Product Management 05/16-11/17

Marketing development leader for vitaMedMD prenatal franchise responsible for the creation of consumer and HCP programs to meet brand objectives and stimulate demand/trial/usage. Managed budget of \$3M and a team of 4.

- Created a new co-pay savings card program to include messaging for web, print and mobile devices, which increased refill rate by 75% for vitaCare prescription services.
- Developed a new strategic partnership program between Walgreens corporate and vitaCare Prescription Services to capture new patient prescribers and improved refill transfer rates by over 20%.
- Trained sales team at national sales meetings and provided marketing support materials: co-pay chart, sales action plan and all support materials for Walgreens partnership program.
- Developed value proposition and communications plan for the rebrand of key products that increased market share by 15%.

Cytori Therapeutics, San Diego, CA (Biotech/Cellular Medicine)

Sr Director of Global Marketing 05/09-04/16

Drove global strategic marketing plan including product positioning, podium/publication strategies, branding, and commercialization of regenerative cellular medicine products. Managed budget of \$2M and a team of 3.

- Generated revenue 6 months ahead of plan through the development of go-to-market strategy for emerging markets (Australia, Singapore) by securing Therapeutic Goods Administration (TGA) approval.
- Drove 20% incremental sales with key distributor partnerships and overcame barriers to entry in Singapore, Japan, Taiwan and Australia by creating alternative solutions for global commercialization of aesthetic surgical products.
- Created centers of excellence throughout Europe to drive disease awareness strategy and penetrate the market by 15% securing active participation/engagement in key stakeholder groups (e.g., national hospital associations, professional societies and patient advocacy entities) per country.

Obagi Medical Products Inc., Long Beach, CA (Pharmaceutical Skincare)

Sr Product & Brand Manager 01/07-05/08

Managed prescription skincare products for the treatment of basal cell carcinoma, melasma and sun damaged skin accounting for 76% of the overall business and 28% market share.

- Drove \$8M sales increase in the first 6 months, achieving 100% of performance plan, through new product launch of the Condition & Enhance System, differentiating procedural therapy from the existing NuDerm product line.
- Exceeded sales goal of \$56M by 15% through developing promotions, sales tools and marketing communications to accentuate customers' needs.

Mentor Corporation, Santa Barbara, CA (Medical Devices and Implants, *A Johnson & Johnson Company*)

Global Product Manager, Aesthetics/Urology 08/03-12/06

Created selling tools, sales/surgeon training programs, and identified new technologies to expand product offerings for a leading medical device company.

- Contributed \$5M in additional revenues by designing and facilitating creative training programs for over 350 sales representatives and distributorships worldwide for new UltraSculpt product launch.
- Introduced new marketing programs in the body-contouring line by developing marketing collateral and multimedia presentations for executive management team, sales force, and surgeons.

EDUCATION

B.A. English, Minor: Communications, University of Lynchburg, Lynchburg, VA

- Journalism Program – Imperial College, London, England
- English Literature / European Studies - University College, Dublin, Ireland

Marketing Certification – University of California, San Diego