

# Chris Cullmann

## DIGITAL STRATEGY & INNOVATION IN HEALTHCARE

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### Summary:

Chris Cullmann is a veteran in digital marketing with more than two decades of experience. The perspective he brings to his work reflects a strong understanding of marketing, design thinking, and user experience. A digital native that leads with a strategic vision, he is able to identify the opportunity that lies where experiences, marketing, and technology meet.

Chris has been able to make his impact leading strategy and technology teams on projects ranging from healthcare professional focused iPad projects and mobile web applications to social media campaigns and digital communication strategies.

The focus of Chris' career for the last 15 years has been innovating in healthcare communication. His portfolio includes award-winning digital projects and work from many of the leading pharmaceutical companies. His perspectives on mobile health technologies and social media marketing have appeared in trade journals and white papers and he is considered a thought leader in digital healthcare marketing.

### Employment History:

SVP, Head of Digital

Ogilvy CommonHealth Interactive Marketing 10-2014 – Current

North American Digital Leader for Ogilvy CommonHealth. Managing an independent P&L of digital projects and a team of 30 Digital Strategists, Content Strategists, CRM specialists and Developers. Managed projects and ongoing expansion of Ogilvy CommonHealth's Innovation Lab focused on emerging technology in healthcare. Servicing clients directly, working with internal agency-of-record teams, and consulting with smaller teams on a project basis in and out of the WPP Health and Wellness portfolio.

Create and maintain best practices, identify emerging channels, and technologies to deliver new and unique products and services for clients. Mentor and groom team members for a changing field and market. Provide thought leadership for Ogilvy CommonHealth, speak on behalf of the agency for industry and clients, and promote innovation on behalf of the agency.

- Work with executive leadership, collaborate with WPP network peers, identify and lead talent within the organization
- Developing multi-channel communication campaigns that leveraged professional, consumer, managed care, and medical education disciplines
- Lead new business initiatives and directed digital strategy and tactics for existing clients
- Presenting new initiatives to clients and matching their needs with the most effective marketing solutions for their audience
- Utilize social, mobile, and emerging technologies for client brand communication

VP, Director of Digital Strategy

Coyne PR 08-2013 – 10-2014

Defined and built Digital Strategy practice for mid-size public relations agency supporting Fortune 100 healthcare, food, wellness, and automotive brands. Developed integration and monetization plan to combine PR and digital offerings for agency clients and broaden capabilities in measurement, social media, and paid marketing. Acted as client-facing senior executive for new

business, active clients, and media. Hired and groomed Digital and Content Strategy staff and developed best practices for discovery, design, execution, and QA of digital projects.

## VP, Digital Strategy

Ogilvy CommonHealth Interactive Marketing

06-2010 – 08-2013

Developing digital strategies that combine technology, new media creative and branding for optimal impact. Department leader managing a team of Interactive Creative Directors, Art Directors, and User Interface Designers to plan, build and launch brand websites, online marketing, mobile experiences and iPad applications for global healthcare, pharmaceutical and bio-tech clients. Specializing in identifying and utilizing new technologies for best reach and audience engagement. Creating engaging social media, video and interactive programs for implementation on the web, kiosks, smart phones and the exam room. A passionate leader and advocate for agency positions on emerging technologies and marketing trends.

Digital Creative Director for Team Chemistry, a multi-agency WPP initiative to provide best of class services to Janssen Pharmaceuticals. Reporting to brand-leadership (Chemists) to provide innovative solutions for specific Janssen products and audiences. A leader within Team Chemistry's Digital Council, Tablet Detail Leadership Team and Digital Creative Lead.

## Creative Director

Ogilvy CommonHealth Interactive Marketing

05-2006 – 06-2010

Leading a team of designers and developers to plan, build and develop online brands, applications and user experiences for global healthcare, pharmaceutical and bio-tech clients. Specializing in identifying and utilizing new technologies for best reach and audience engagement. Creating engaging social media, video and interactive programs for implementation on the web, kiosks, smart phones and the exam room.

## Senior Web Developer

Group DCA, Inc.

11-2003 – 05-2006

Designed and developed interactive client websites as well as eight e-Detail oriented healthcare professional member websites and client facing pharmaceutical marketing websites. Integrated proprietary, dynamic, flash-based medical education and e-learning applications with member website. Created e-messaging system that resulted in a 15-20% increase in program participation and an average 60% increase in click-through traffic.

## Senior Web Designer

Dentino Marketing, Inc.

11-1997 – 11-2003

Responsible for concept, design, and execution of html and flash-based websites, banner advertisements and e-messaging deployments for financial, B-to-B and casino gaming accounts.

## Publications:

The Connection to mHealth and Modern Patient Empowerment	(PharmaVOICE, May, 2018)
How a Computational Lexical Analysis Can Help A Brand	(PharmaVOICE, March, 2017)
Modern UX: How Mobile Is Just The Beginning	(PharmaVOICE, May, 2016)
Building A Better Message For Patients and Physicians	(PharmaVOICE, Sept, 2015)
Is it time to retire your brand.com?	(PR Week, July, 2014))
More than relevant, sharable	(PR Week, June, 2014)

## Education and Certifications:

- BFA, Graphic Design & Communications, Rowan University
- Continuing Education Program for Electronic Media, School of Visual Arts