



Kenneth Thorlton

Home Address

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Profile

Senior-level business executive with 15+ years providing creative/digital/print marketing strategies for the health care industry. Marketing professional with deep understanding of pharmaceutical product promotion and regulatory environment. Proven ability to provide operational and financial excellence that meets business and customer goals. Leader and mentor with experience nurturing top-level talent at every career stage. Collaborative partner working with cross-divisional business stakeholders and global service centers. Experienced vendor and agency management with a focus on achieving KPIs and cost savings. Expert in health literacy, educational, and instructional design.

Career

Novartis, East Hanover, NJ

Lead, US PLS Market Development and Novartis Print & Premium Services

Nov. 2017 – Present

Member of US PLS Customer Campaigns & Market Development Leadership team.

Responsibilities include:

Leading a diverse, global team on operational discipline, innovation, development, and marketing of an end-to-end creative/digital/print service for all Novartis divisions. Defining the strategy, operations, and marketing efforts of US PLS Market Development creative/digital services and Novartis Print & Premium Services (NPPS) – a multi-million dollar internal business supplying print/premium/onsite print needs for all Novartis divisions.

US PLS Market Development: Evolving the creative/digital operation from a local service to a global delivery model. Managing a team of CLMs (Customer Liaison Managers) and Digital Analyst interacting with cross-divisional business customers, establishing KPIs to track performance, and providing marketing strategy to promote services. Overseeing financial reporting and service delivery across all divisions. Delivering on annual revenue targets set by Global and US PLS Market Development.

Novartis Print & Premium Services: Providing leadership, strategic direction, and marketing strategy for print management, print centers, and premium services for all Novartis divisions. Setting vendor KPIs to ensure optimal performance and customer satisfaction. Actively promoting services and partnering with cross-divisional customers to ensure quality, timely delivery, and cost effective solutions are achieved. Management of financial reporting and company savings program.

Novartis, East Hanover, NJ

Lead, US PLS Creative Design & Multi-Channel Services, Nov. 2016 – Nov. 2017

Member of US PLS Customer Campaigns & Market Development Leadership team.

Responsibilities included:

Led a cross-functional team on operational excellence, innovation, development and marketing of creative and multi-channel services for Novartis. Defined the strategy, operations, and marketing efforts of US Creative Services and Multi-Channel Services and provided oversight to ensure digital marketing campaigns were enabled. Responsible for driving the team to optimal performance, challenging the status quo, and providing continuous process improvements as required by the cross-divisional business stakeholders.

US PLS Creative Design: see above US PLS Market Development responsibilities.

Multi-Channel Services: Led channel integration strategy and tactics, including management of vendor and business ownership of IT applications. Proactively partnered with brands, digital marketing, Customer Interaction Center (CIC), and other internal stakeholders to align with brand strategies and tactics. Developed and evolved digital asset management (DAM) technology to optimize use, archive and store assets.

Novartis, East Hanover, NJ

Director, US Creative Media & Print, Nov. 2015 – Oct. 2016

Member of US Customer Services Leadership team.

Responsibilities included:

Development of design services and marketing strategy for the creative team interacting with customers to create innovative solutions. Grew strategic capabilities within the team and led transformation of digital media development and skills acquisition in creating solutions. Partnered with product and marketing managers, cross-functional groups and agencies to produce customer-facing and internal marketing materials. Managed the Business Processing Outsourcing environment delivering creative, digital and print/materials production throughout the US. Defined and implemented strategy for work stream processes and established best practices for the planning, budgeting, tracking, reporting and billing in partnership with service providers. Set benchmarks and KPIs and ensured coordination of workflow and processes that met customer needs. Fostered team cohesiveness and led a team to optimal performance.

HealthEd – The Patient Engagement Agency, Clark, NJ

SVP Creative Director, June 2004 – Mar. 2015

Provided creative vision and art direction for all offerings and outputs from the company. Oversaw creative strategy, marketing, and conceptual execution for print and digital materials. Partnered with internal teams to determine company positioning and marketing strategy. Responsible for creative recruiting, staffing plans, creative assignments, and performance reviews. Oversaw and presented new business presentations. Member of executive committee to set agency policy and procedures

Key accomplishments:

- ▶ Provided creative leadership that established company as a major health care agency, growing from a 23-person firm billing \$2m a year to a 150-person agency with over \$20m in revenue
- ▶ Instrumental in changing existing art department into award-winning creative department with conceptual and strategic skill sets. Built and managed 13+ print and digital art directors, freelance designers, production artists and illustrators on a daily basis

Hyphen Digital (HCG/Omnicom), Parsippany, NJ

Associate Creative Director, May 2003 – June 2004

Clarke & Associates, Somerville, NJ

Sr. Art Director/Sr. New Media Designer, Dec. 1997 – May 2003

Thorlton Design, Morristown, NJ

Owner/Creative Director, Jan. 1991 – Dec. 1997

Education

Indiana State University

Bachelor of Fine Arts (BFA), Graphic Design

Interests

Typography, graphic design, health literacy, and various disciplines of music.

Additional Information

www.linkedin.com/in/kenthorlton