

EVAN M SMOAK, PHD

VICE PRESIDENT, CREATIVE DIRECTOR

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ABOUT

Trained Scientist. Born Creative. Something of a Unicorn. I'm a business leader with nearly 20 years of experience in the bio-pharmaceutical and marketing space. I believe in the magic of marketing to connect smart science with real human needs, all the while achieving strategic business objectives. I look forward to discussing how my unique blend of subject matter expertise can help solve complex challenges.

WORK EXPERIENCE

Digitas Health

Vice President, Creative Director | July 2023–Present

Creative Director | November 2021–July 2023

Associate Creative Director | March 2020–November 2021

- Creative Business Co-Lead for \$22MM HIV Treatment and Prevention Portfolio
- Lead a cross-functional team (inclusive of 12+ direct/indirect reports) to manage \$16MM of business within the HIV space, including both direct-to-patient (DTP) and healthcare provider (HCP) work streams across branded, non-branded, and market shaping platforms
- Ensure complementary message delivery to HCPs and people living with HIV, focused on dismantling HIV-related stigma while also differentiating Gilead's treatments from competitive threats
- Partnered with co-leads, clients, and media agency to develop the strategy and execution of a \$165MM comprehensive, omnichannel media plan resulting in 2.6x ROI to industry benchmarks; media included national and local TV, digital online advertising, search, social media and dating apps, print, out of home, and point of care
- Launch lead of HCP and DTP pre-existing resistance label expansions for BIKTARVY, the #1 prescribed HIV regimen
- Launch lead for DTP marketing of SUNLENCA, the first injectable HIV treatment of its kind, including OPDP pre-clearance submission
- Co-led several creative and strategic differentiation work streams for HCP and DTP audiences, including aiding in research methodology, stimuli design, and insight implementation to inform content and channel strategies to deliver against strategic POA
- Co-led pilot and development of customer segmentation and content journeys for an AI-powered next-best action program leveraging deep customer insights for priority HCP audiences
- Responsible for architecting, implementing, and championing agile mindset and Agile creative and strategic development processes across all capabilities in support of transforming our non-personal promotion ecosystem into a channel agnostic modular content library in full regulatory compliance
- Led development of a novel market shaping platform for cross-functional use across Global and US capabilities and their stakeholders
- Business lead for portfolio of HER2-directed oncology products (PERJETA, KADCYLA, and PHESGO) covering HCP and DTP marketing initiatives

Razorfish Health

Group Copy Supervisor | February 2020–March 2020

Copy Supervisor | November 2019–February 2020

Senior Copywriter | October 2018–November 2019

- Product launch lead for DAYVIGO, creating full pre-launch market shaping campaign for HCP and DTP audiences and omnichannel branded HCP launch campaign, including OPDP pre-clearance submission of launch campaign.
- Indication launch lead for LYNPARZA sNDA first-line maintenance therapy in ovarian cancer, specifically focused on companion diagnostic communications
- Developed pre-launch HCP and DTP market shaping campaigns in support of eventual pan-tumor indications for LYNPARZA, challenging a wide range of HCPs to re-imagine the clinical importance of BRCA mutations beyond breast and ovarian cancer
- Developed pre-launch HCP and DTP market shaping campaign "Huntington's Together" to seed the market and reignite hope in support of new Huntington's Disease therapies

EDUCATION

Doctor of Philosophy (2010-2016)
Biochemistry & Molecular Biophysics
University of Pennsylvania
Philadelphia, PA

Bachelor of Science (2006-2010)
Chemistry
Fordham University
New York, NY

SKILLS

Agency/Vendor Management
Agile Mindset/Agile Creative Development
Business Leadership
Brand Planning/Audience Insights
Brand Positioning/Launch Brands
Creative Leadership
Engagement Strategy
Medical Strategy
Message Platform Development
Omnichannel Marketing
PRC/MLR Partnership

WORK EXPERIENCE

Genicos

Senior Medical Copywriter | August 2018–October 2018

Medical Copywriter | July 2017–August 2018

- Launch lead for a portfolio of novel oncology products, including VITRAKVI, RETEVMO, TRUXIMA, and HERZUMA
- Lead writer for Loxo Oncology corporate and medical affairs communications
- Lead writer for Teva Biosimilars franchise communications

W2O Arcus

Medical Copywriter | Dec 2016–June 2017

- Lead writer for Bristol-Myers Squibb book of business, developing a series of 5 informational podcasts on the topic of glioblastoma multiforme, focusing on the patient journey, treatment landscape, and interviews with KOLs.
- Executed training slide decks for MSLs and internal training for other client groups

Rutgers University

Post-Doctoral Associate | June 2016–November 2016

- Managed laboratory experiments, trained undergraduate students, built project timelines, and programmed applets to more efficiently quantify results of fluorescent microscopy experiments

University of Pennsylvania

Graduate Student | August 2010–May 2016

- Ph.D. student investigating trans-generational epigenetic inheritance of centromere identity in the mammalian germ line
- Responsible for purchase orders and laboratory financial reconciliation with grant budget
- 2015 P. Leslie Dutton Award for Outstanding Publication