

MICHAEL E. CAMPANA

Langhorne, PA | 267-918-7988

mike@mikecampana.com | www.mikecampana.com | www.linkedin.com/in/michael-campana

EXECUTIVE MARKETING AND CREATIVE STRATEGIST

Harnesses innovation and creativity to ensure balance between technology and storytelling as tools in the creation of high-quality platforms that allow audiences to envision a clear path to success and quantify the value provided. Balances extensive experience with a deep understanding of consumer trends, competitive dynamics, and an organization's core capabilities. Clearly outlines the steps to future growth through the development of expert upstream and downstream marketing strategies, while communicating complex value propositions with precision and impact to all levels of professionals. Creates stakeholder value through customized applications, such as marketing and content management tools, that significantly improve information flow and drive new capabilities to inform audiences at multiple touchpoints.

AREAS OF EXPERTISE:

Account Based Marketing | Corporate and Product Messaging | Campaign Management | Business Development | CRM Marketing | Automation | Content Management | Competitive Analysis | Market Planning and Segmentation | Digital Marketing | Market Analysis | Trade Show Management | Persona Development | Matrix Team Leadership | Product Management | Presentations | Product Launch | Reference Site Development | Relationship Management | Project Management | Product Marketing | Strategic Planning | Public Relations | SEO/SEM | Agency and Vendor Management | Social Media | Start-up Marketing | Marketing Relations | Needs Assessment | Branding | Revenue Marketing

PROFESSIONAL EXPERIENCE

Healthcare Triangle, Inc., Pleasanton, CA

2021 – 2024

Healthcare Triangle is a global start-up that leverages expertise in AI/ML, digital transformation on the cloud; security and compliance; cybersecurity consulting, data lifecycle management; healthcare interoperability; and clinical and business performance optimization to support the care delivery and outcomes goals of acute care and life sciences organizations.

Vice President, Marketing

Responsible for multi-national marketing organization helping to stand up this early-stage company. Priorities include positioning Healthcare Triangle's B2B SaaS software and services for consideration and building name recognition, accelerating the sale cycle through relevant and compelling content and marketing execution, and developing a high-performance marketing function using the latest marketing techniques, tools, and measurements.

- Serve on the executive leadership team helping to set strategy and business priorities, including pre and post IPO marketing initiatives.
- Maximize the strengths of international marketing team and align efforts with company mission, vision, message, and priorities.
- Develop, implement, and monitor marketing plans and strategies in alignment with company goals.
- Partner closely with sales and the Board of Directors to align on strategic initiatives and quantifiable results needed to support revenue growth and customer retention.
- Participate in the planning of company's objectives on a monthly, quarterly, and annual basis.
- Selection and management of agencies and vendors to deliver on internally developed marketing priorities and high value content strategies.
- Leverage a balanced mix of organic and paid tactics to maximize key B2B metrics.
- Develop and own each product's brand positioning, creation of brand value propositions and messaging.

- Management of overall Marketing department finances, including forecasting, budgeting, and tracking.

Conduent, Inc., Florham Park, NJ**2019 – 2020**

Conduent is a \$4.5B global company that delivers mission-critical services and solutions on behalf of businesses and governments - creating exceptional outcomes for clients and the millions of people who count on them.

Head of Marketing, Healthcare

Team leader responsible for strategic and tactical development and implementation of the marketing plan in support of acquisition, cross-sell and retention within the acute care, pharma and life sciences, and health payer markets. Supported solutions and services portfolio for financial and clinical patient data, patient and field engagement, and analytics designed to improve patient and stakeholder experience, patient safety, and healthcare accessibility.

- Partnered closely with business unit General Managers and acted as marketing lead and direct liaison between sales, the business teams and marketing shared services, agencies, and vendors.
- Ensured effective, branded marketing communications including company website, print and digital communication, and advertising.
- Source, manage, and aggregate meaningful data from marketing technology stack to influence decision making and marketing program effectiveness.
- Created engaging content and cross-platform digital marketing programs designed to convey value proposition and position Conduent's healthcare technology and services for consideration.
- Developed digital campaign strategies and themes and mapped out a content program that extends marketing initiatives for all channels including online, social, email, video, web, and live events.
- Developed and managed account-based marketing programs by leading and collaborating with multiple internal and external stakeholders for the execution of digital campaigns and program activations.
- Developed and implemented cross-segment project management tool to track project charter, purpose, deliverables, KPIs, risks, budgets, timelines, and status updates.
- Planned, strategized, and executed trade show events including branding, budgeting, staffing, content and asset creation, sponsorships, digital marketing, and paid media.
- Collaborated effectively with internal marketing team, sales, operations, business leadership, technology team, and external 3rd party agencies.
- Partnered with paid search and social teams on implementation of all pay-per-click (PPC) programs.
- Developed and maintained strong understanding of competitive landscape to ensure appropriate management and execution of marketing and brand messaging.

Ricoh Americas Corporation, Malvern, PA**2012 – 2019**

Established in 1962, Ricoh Americas Corporation is the North American unit of Ricoh, a \$20B+ global information and technology company and a leader in information mobility with a strong legacy of introducing new technologies into the workplace and a deep expertise in managing and accessing information.

Head of Marketing, Healthcare

Act as the marketing team leader and subject matter expert in the healthcare provider, pharma and life sciences, and health payer markets to support sales channels and the marketing value chain. Develop and implement strategies and programs that drive marketing and thought leadership activities in support of Ricoh voice-of-field and marketing goals. Provide market insight and analysis in support of healthcare brand strategy and value proposition creation and management. Promote strategy and value proposition story externally to industry thought leaders, analysts, and strategic partners. Supported solutions and services portfolio for financial and clinical patient data, collaboration and patient communications, and empowering digital workplaces designed to improve patient and stakeholder experience, safeguard information, and reduce waste.

- Led internal and agency teams responsible for developing the successful long-term content creation and promotion, internal and external communications, digital marketing, and demand generation programs

designed to elevate the Ricoh story and influence industry and customer opinion and perception across numerous social platforms.

- Developed key value proposition and North Star documents and owned, authored, and socialized ongoing updates for the vertical market with executive leadership stakeholders.
- Developed and executed successful national trade show and go-to-market campaign plans that integrated solution partner technologies and promoted the Ricoh strategy to customers, industry thought leaders, analysts, and strategic partners.
- Influenced and recommended vertical partner buy/build/acquire strategy.
- Fostered teamwork and team-oriented attitude through direct interaction with key internal stakeholders for the line of business including corporate staff, marketing value chain, business domain leaders and sales teams.
- Designed and developed enterprise-wide customer data consolidation application enabling effective data mining, analysis, and voice of customer assessments.

Campana Marketing Strategy Consulting, Langhorne, PA
Marketing, Business and Technology Consultant

2011 – 2012

Assisted Caribbean Watersports and Tours (St. Thomas, USVI) in the developed and scrutiny of long-term business and digital marketing plans for future expansion to other land-based business units. Designed and developed fleet management application for Caribbean Watersports and Tours to monitor and track all capital assets.

Siemens Healthcare Solutions, Malvern, PA

2006 – 2010

A business unit of Siemens AG, the fourth largest corporation across the globe. Various divisions provided multiple solutions for healthcare, including in vivo technologies, in vitro technologies, and information technologies.

Employs more than 66,000 with revenues of more than \$16B.

Global Marketing and Business Manager, Acute and Ambulatory Solutions

Linked strategy with predictive monitoring and knowledge of the business and technology dimensions of the information challenge to deliver a broad spectrum of solutions for ambulatory and acute care facilities. Ensured technology investment decisions were made for the optimal support of the business strategy; examined target markets, sharpened marketing messages, and broke through corporate and economic firewalls to promote the interoperability of ambulatory and acute care applications. Cultivated and nurtured business relationships with key stakeholders, business partners and clients. Supported solutions and services portfolio for financial and clinical patient data, collaboration and patient communications, and improving clinical outcomes while reducing care delivery costs.

- Planned and implemented regional and webcast events with invited guest speakers and provided promotional outreach to ensure maximum participation and involvement.
- Ensured collaborative and compliant communication between marketing and other cross-functional teams (e.g., Sales, Legal/Regulatory Affairs, Operations, etc.)
- Collaborated closely with the legal, medical, and regulatory teams through the promotional review process for the development of materials.
- Authored and published white papers that effectively conveyed how a connected health environment is essential to driving down costs while increasing the quality of and access to healthcare.
- Modernized the Marketing Plan development process by creating a standardized template that was adopted enterprise wide.
- Designed and developed department-wide CRM dashboard that enabled campaign creation, resource allocation, stakeholder coordination and metrics analysis.
- Elected chairperson of HIMSS Electronic Health Record Vendors Association Communications Work Group and acted as a liaison between the association and the vendor community.
- Bridged the gap between IT product lines and internal efficiency after developing and launching a system that coordinated budgets, activities, and campaigns for more than 60 marketing staff in two countries.

ADDITIONAL RELEVANT EXPERIENCE

(Start-up) Vice President, Marketing | iMedica, Inc., Mountain View, CA
(Start-up) Director, Strategic Marketing | NextGen Healthcare Information Systems, Inc., Horsham, PA
Product Manager, Clinical Applications | Physician Computer Network, Inc., Morris Plains, NJ
Manager, Strategic Marketing | Physician Computer Network Inc., Morris Plains, NJ
Senior Healthcare Account Manager | VERSYSS, Inc., Tampa, Orlando, and Jacksonville, FL

EDUCATION

Bachelor of Science in Business Administration – Marketing

University of South Florida, Tampa, FL

Associate of Arts in Liberal Arts and Sciences

University of Florida, Gainesville, FL