

Pedro Silva

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Zug, Switzerland | C permit



Director of Digital Marketing

Strategic and execution-focused digital marketing professional with over 10 years of experience in the biotech and pharmaceutical industry. Specialized in developing multichannel engagement strategies and executing digital marketing tactics, maximizing market reach and enhancing customer journeys. Strong leadership in cross-functional collaboration and exceptional stakeholder management.

Core Competencies

- **Omnichannel Engagement Strategy:** Advanced proficiency in integrating digital, omnichannel and traditional marketing channels, enhancing customer journey experience.
- **Digital Marketing:** Expertise in creating data-driven, country-specific digital tactics to amplify brand awareness and drive product adoption among healthcare professionals and patients.
- **Certified Agile Leadership:** Demonstrated ability to lead cross-functional teams and vendors, collaborating with global marketing, medical, sales and analytics, to drive strategic initiatives across diverse markets.
- **Strong Program and Project Management Skills:** Experienced in project coordination, operational excellence, and execution of omnichannel and digital marketing projects.

Professional Experience

Director Regional Multi-channel and Digital Marketing Europe 10/2022 – 03/2024

Novavax, Switzerland

Developed multi-channel strategies tailored to local markets, enhancing brand awareness and product adoption among healthcare professionals (HCPs). Managed a 7-figure marketing budget for EU.

Achievements

- Implemented data driven, country-specific, customer focused multichannel strategic and tactical plans for Novavax brands, including digital media and channel-specific tactics for priority commercial markets which have amplified brand awareness, increased reach and product adoption among HCPs.
- Created optimal marketing mix plans in the personal and non-personal (digital) promotion channels to support brand engagement and value recognition.
- Accelerated the promotional review process for the creation, translation, compliance review and approval of customer-centric promotional materials tailored to specific priority countries ensuring a timely delivery of marketing assets.

Digital Customer Engagement Program Lead 09/2021 – 09/2022

Galderma, Switzerland

Led the digital customer engagement program and ecommerce marketplace for healthcare professionals and executed the Digital strategy for the Aesthetics business unit.

Achievements

- Drove Digital Customer Experience initiatives, including multichannel strategy, planning and execution, performance reporting and market launch plans within the Global Aesthetics Digital Team to increase HCP engagement.
- As Business Lead, ensured that the benefits of the HCP portal and all deliverables were aligned with Aesthetics business priorities. Guaranteed that all business requirements were carefully crafted to ensure the excellent and flawless execution of Galderma's new digitally enhanced features and services for the Aesthetics HCPs.

Multi-channel Marketing Operations Senior Manager / Team Lead 08/2015 - 07/2021

Bristol Myers Squibb, Switzerland

Making optimum utilization of multi-channel marketing capabilities to promote innovative medicines and immuno-oncology therapies across 23 ex-US markets.

Achievements

- Led the design, planning, flawless execution and delivery of multi-channel marketing tactics.
- Coordinated and supervised cross-functional teams, Digital Hub, internal stakeholders and external partners (vendors, agencies, production hubs) activities.
- Demonstrated expertise in Digital Capabilities include websites, approved e-mails, Interactive visual aids, remote meetings and others according to the Company's multi-channel marketing strategy, standards and operating models.

Global Web Project Manager / Product Owner

01/2014 - 07/2015

Mettler-Toledo, Switzerland

Generated sales leads and attained new revenue generating web projects through identification, transformation and coordination of business needs and opportunities.

Achievements

- Accelerated innovation, increased conversion rate and customer engagement in the online platform with the introduction of new services and features on www.mt.com, resulting in generation of sales leads +10% YoY.
- Maximized E-Business programs efficiency through strong analysis, scoping, prioritization of business opportunities, project coordination and active stakeholders' management.

Web Project Manager

01/2004 - 12/2013

Bayer HealthCare, Lisbon, Portugal / Barcelona, Spain

Supported affiliates of the Bayer group in the EMEA region by steering the design, build and implementation of web and e-business projects.

Achievements

- Identified and analyzed new business requests, gathered requirements, and devised effective project plans.

Education

- **Master in Digital Marketing, Online Communication, & Business, Universitat Autònoma de Barcelona (Spain)**
- **Certified Agile Leadership, Association for Certification of Persons in Management (Switzerland)**
- **Executive Education Program for Management Development, IESE Business School (Germany)**
- **MSc in Computer Science, Universidade Independente, Lisbon (Portugal)**

Omnichannel & Digital Capabilities Expertise

Veeva CRM

Salesforce Marketing Cloud

Veeva Approved Emails

Interactive Visual Aids

Websites and HCP Portals

SEO/SEM & Media Strategy

Language Skills

Portuguese: Native

Spanish: Native

English: Fluent

German: Intermediate / B1