

LAUREN PAPANDONY

Senior Pharmaceutical Marketer | Commercial Brand & Portfolio Strategy & Launches | Advanced Omnichannel, Digital & Campaign Activation Specialist

13 years pharmaceutical marketing | 5 years AstraZeneca | Oncology, Respiratory, Immunology, Biologics, Vaccines Experience

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Why Hire Lauren?

- **13 years' pharmaceutical marketing experience**, including **5 years partnering with AstraZeneca** commercial brand teams across **15+ prescription brands** in Australia and New Zealand, translating brand strategy into scalable, compliant omnichannel activation.
- **Broad specialist medicines experience from strategy to execution:** Supported commercial marketing, HCP customer engagement and omnichannel activity across oncology and haematology, respiratory, immunology and CVRM, including solid tumours, haematological malignancies, asthma, COPD, severe asthma, and lupus.
- **Advanced Omnichannel & HCP engagement:** Experience across HCP segmentation and targeting, customer journeys, CRM, marketing automation, HCP websites, email, external HCP channels, KOL engagement, sales field-force integration, events, data and analytics, optimisation and experimentation. **Experienced translating strategy into locally deployable and compliant campaigns,** coordinating cross-functional stakeholders, agencies and digital platforms to deliver activation at scale. Owned digital agency management and procurement for AstraZeneca.
- **Brand lifecycle experience:** Contributed across **TGA registration, PBS listing, commercial launch, pre-launch market development and post-launch optimisation**, supporting HCP engagement, customer planning and commercial strategy across specialist medicines.
- **Proven commercial impact:** including an **8% sales uplift** through data-driven HCP segmentation, tailored content messaging and data-enabled targeting; and a **600% increase in HCP engagement** following a CX/UX transformation of an HCP website.
- Positive, **passionate, entrepreneurial, proactive, collaborative**, enthusiastic leader with ability to work with multiple stakeholders in a complex healthcare environment, to create commercial growth and impact.
- **Medicines Australia Code of Conduct accredited**, with extensive experience navigating promotional review, compliance, governance and MLR processes.
- **Industry speaker, presenter,** workshop facilitator and podcast host, including guest lecturer for the University of Sydney MBA program teaching digital marketing and MarTech Symposium speaker/panelist.
- **Stakeholder & capability leadership:** Experienced facilitator and strategic partner across Commercial, Sales, Medical, Regulatory, Compliance, Digital, agencies and regional teams, with a track record of aligning diverse stakeholders around customer engagement, activation and commercial outcomes.

Professional Profile

Senior pharmaceutical marketer with 13 years' experience across oncology, respiratory, immunology, biologics, vaccines, haematology, specialist medicines and commercial brand strategy, including five years embedded within AstraZeneca ANZ.

I combine **commercial brand strategy, portfolio planning, launch execution and advanced omnichannel capability**, translating clinical, customer and market insights into coordinated HCP engagement across field, CRM, KOL, email, website, speaker tours, events, symposium, meetings, and external digital HCP communication channels.

Experienced partnering across **Commercial, Sales, Medical, Regulatory, Compliance, Digital, agencies and regional teams** to translate brand strategy into commercially focused execution, delivering compliant and engaging HCP commercial marketing programs.

Industry speaker, presenter, workshop facilitator and podcast host, including guest lecturer for the University of Sydney MBA program and MarTech Symposium speaker and panelist.

Passionate about healthcare, digital, and doing work that makes a difference for Australian patients.

Pharmaceutical Marketing Experience& Core Capabilities

Commercial Brand Management

- Annual Brand Planning
- Product Launches (TGA & PBS) / Launch Readiness & Market Shaping
- Commercial Strategy
- Competitive Intelligence & Analysis
- Brand Lifecycle Management
- Budget Management & Forecasting
- Cross Functional Leadership
- Agency Management

Customer & Omnichannel

- HCP Campaign Planning & Execution
- Integrated Customer Planning
- HCP Omnichannel Strategy & Planning
- Segmentation & Targeting
- Customer Journey Design
- KOL, Speaker & HCP Event Engagement
- Medical Affairs Collaboration
- Omnichannel Integrated Execution (Sales-Marketing-Medical-Regulatory)
- Sales Force Integration
- Patient Support Program (PSP) and Patient Access Program (PAP) promotion and management experience
- AI, Automation & Personalisation

Pharmaceutical Industry Compliance

- Confident with MLR Process
- Confident PromoMats use & process
- Medicines Australia CEP Code of Conduct Accredited

Digital & Analytics

- Digital Campaign Activation: Email, CRM, Search, Social & Display
- Market & Competitive Analysis
- KPI Tracking & Reporting
- IQVIA/Nostra, sales, market, patient, pharmacy, PSP/PAP and RWE data — confident analysis for marketing strategy and HCP engagement
- Data-Driven Marketing
- Test & Learn / Experimentation
- Customer Experience (CX)
- Website Strategy, UX, SEO

Technology

- Veeva: CRM, PromoMats
- Salesforce Marketing Cloud
- Adobe Experience Cloud
- Adobe Creative Cloud inc InDesign
- Tealium CDP
- Atlassian/Jira

Professional Experience

AstraZeneca (2021–2026)

Digital Manager (2021-2025) Digital Strategist (2025-present) – Australia & New Zealand

Worked at the intersection of **Commercial, Brand, Medical, Sales and Digital**, serving as an internal commercial and customer engagement strategist across **15+ pharmaceutical brands and ~50 marketers** in the ANZ organisation.

Contributed to HCP marketing and customer engagement across multiple **oncology, haematology, respiratory, immunology, biologics, and vaccines** therapy-area settings, including **solid tumours, haematological malignancies, asthma, COPD, severe asthma, biologic therapies, and lupus SLE.**

Responsibilities & Achievements

- **Commercial brand & campaign activation capability:** Partnered with ~50 marketers across 15+ brands, contributing to **brand strategy, customer planning, omnichannel strategy & execution, analytics, CRM, marketing automation, AI, and commercial performance optimisation.**
- **Strategic brand planning:** Contributed to strategic brand planning and Integrated Customer Planning across oncology, respiratory and immunology, including **customer segmentation, targeting, positioning, competitive intelligence, message prioritisation, channel strategy and performance measurement**.
- **Digital & omnichannel capability building:** Provided strategic and hands-on digital and omnichannel expertise to pharmaceutical brand teams, developing **100+ compliant healthcare digital assets, websites and digital experiences**, while establishing **repeatable digital best practices, governance approaches and scalable ways of working** across brand teams.
- **HCP campaign execution:** Designed and delivered integrated HCP campaigns and customer journeys spanning **field representatives, CRM, HCP websites, email automation, KOL engagement, speaker programs, conferences and digital communications**.
- **Cross-functional delivery:** Partnered closely with **Brand, Sales, Medical, Regulatory, Compliance, Digital, agencies and regional teams** to move pharmaceutical marketing initiatives from strategy through compliant execution.
- **Launch execution:** Supported pharmaceutical launches from **pre-launch planning through TGA registration, PBS listing, launch and post-launch optimisation**, including customer engagement strategy, promotional materials, digital assets, CRM, websites and field-force integration.
- **MLR/compliance:** Developed and managed compliant healthcare communications and digital assets through pharmaceutical **medical, legal and regulatory review processes**, with Medicines Australia Code of Conduct accreditation.
- **Commercial performance:** Delivered an **8% sales uplift** through customer segmentation, market analysis and targeted HCP engagement, using external market data to identify high-opportunity territories and focus commercial investment.
- **Customer experience:** Transformed an HCP website into a customer-centred education platform, **increasing average engagement (time on site) by 600%** and establishing the web model as a benchmark for future brand websites.
- **Cross-functional & agency management:** Coordinated internal stakeholders and external agencies/suppliers to deliver compliant HCP campaigns, promotional materials, digital assets and launch activity to agreed timelines, budget and objectives.

- **Commercial budget management & forecasting:** Supported campaign investment decisions, budget allocation, forecasting, and performance optimisation across omnichannel activity, aligned to commercial priorities for each brand in collaborating with the senior brand managers to maximise ROI.

Inside Out Digital (2016–2021)

Founder & Director @ Social-Digital Marketing Agency

Founded and grew a boutique digital marketing agency delivering digital marketing strategy, website and digital experience projects, implementation and customer growth marketing initiatives across pharmaceutical, healthcare and health technology organisations.

Highlights & Achievements

- Built and scaled up to six-figure consulting agency
- Managed P&L, commercial outcomes, client relationships and agency partners.
- Led end-to-end consulting engagements from problem identification and customer discovery through strategy, digital delivery, reporting and optimisation.
- Delivered measurable commercial outcomes including 16x ROAS for Perx Health - medical app.
- Facilitated executive workshops, strategy days, training, and educational events.
- Hosted *"PhD in Social Media"* - a podcast and YouTube channel run as a sales lead and nurture tool.

Representative projects included healthcare technology, pharmaceutical communications, education and not-for-profit organisations, with responsibility spanning strategy development through implementation and measurement.

Selected Engagements through Inside Out Digital (2016–2021)

Cube: Healthcare commercial B2C communications consulting

- Delivered pharmaceutical communications, omnichannel engagement and customer strategy programs for **Novartis, Biogen, Allergan, BD and GBMA**.
- Led digital strategy, website/digital experience, capability uplift and omnichannel engagement initiatives across complex healthcare programs.

Mint Health: Healthcare public affairs B2G communications consulting

- Pharmaceutical public affairs communication strategy with the **MSD** Team, delivered through a digital and social approach in order to strengthen their existing larger enterprise B2G strategy.

ANZGOG: Strategy for Health Awareness Initiative

- Developed the inaugural social and digital engagement strategy for the Australian and New Zealand Gynaecological Oncology Group.
- Planned, developed and launched the ANZGOG social and digital channels helping deliver a fundraising campaign that generated $100,000 in donations within 3-months while raising awareness of GU cancer.

Perx Health: Digital Growth Strategy for Purpose-Driven Digital Health App & Scale-Up

- Developed the end-to-end digital growth strategy, combining behavioural psychology, customer insights and performance marketing to improve awareness and downloads. Led strategy, creative direction, campaign execution and performance reporting, delivering a 16x return on advertising spend (ROAS) while supporting better patient health outcomes

Orchard (2014-2018)

Digital Marketing Strategist - Social Marketing Strategist - Social Media Marketing Manager - Community Manager @ Leading Digital Marketing Agency

Progressed through four increasingly senior digital marketing and strategy roles delivering digital marketing strategy, website and social strategy, customer engagement and integrated digital marketing communications for major Australian and global organisations. Worked with **Pfizer and GSK** delivering pharmaceutical marketing, digital communications and customer engagement initiatives. Also mentored colleagues and contributed to digital capability development.

Education & Professional Development

Bachelor of Psychology (Criminology Major) - University of New South Wales

Medicines Australia Code of Conduct CEP Accredited - University of Tasmania

Professional Development | Salesforce Marketing Cloud, Salesforce Agentforce, Adobe Analytics, Adobe Experience Manager, Tealium CDP, Leadership Communication, Human-Centered Design, AI in Action.

Referees available on request
