## Eric Kenneth Niederman

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| Experience |
| Mar 2018 – Present | PIXACORE New York, NY*Group Account Supervisor*• AOR Account lead for in-market, FDA accelerated approval product for rare blood cancer• Manage and facilitate multi-agency brand and tactical planning for future brand promotional activities• Oversee account activities and tactics for globally-approved in-market oncology products• Manage and mentor junior account team members and direct reports• Work closely with creative, strategy, and production teams to ensure print and digital tactics are on strategy |
| Apr 2015 – Mar 2018 | McCann Health New York, NYMcCann Humancare*, Account Supervisor*• Tactical lead for DTC print, TV, and video projects for immunotherapy, OPDIVO, across multiple tumor typesMcCann Healthcare*, Account Supervisor*• Global tactical lead & client point-of-contact for branded and unbranded digital and print HCP projects • Developed creative briefs to ensure creative team alignment with strategy and client needs• Contributed to strategic insights via competitor landscape monitoring, providing relevant updates and POV to client team• Active role in market research to ensure insights reflected in final campaigns• Active participation and attendance in new business pitches |
| Aug 2013 – Apr 2015 | MSCG (Omnicom) New York, NYUnified/WildType & Biolumina*, Senior Account Executive*• Awarded WildType Account Employee of The Year Award• Managed US and Global launch of first-in-class cancer immunotherapy (KEYTRUDA), with accelerated (Subpart E) approval• Steward for the coordination and assembly of OPDP (DDMAC) binders for pre-clearance of launch tactics• Partnered with vendors for development of digital tactics including MOA videos, convention kiosks, iPad apps, and eBlasts |
| Apr 2013 – Aug 2013 | Havas Life New York New York, NY*Account Executive* |
| Oct 2011 – Nov 2012 | Caudex Medical, a division of the Interpublic Group of Companies New York, NY*Account Executive* |
| Oct 2009 – Sep 2011 | Medicus International New York, a division of Publicis Groupe New York, NY*Account Coordinator* |
| Summer 2009 | DraftFCB (FCB HEALTH) New York, NY*Account Intern* |
| Summer 2008 | Sudler & Hennessey New York, NY*Account Intern* |
| **Education** | *Continuing Education: Introduction to Creative Advertising & Creative Thinkers Wanted*School of Visual Arts, New York, NY*Bachelor's in Business Administration in Marketing*Hofstra University, Hempstead, NY |
| Software Skills: Veeva (Vault, iRep, Content Factory), EAS/SAP, Workfront/ProofHQ, MavenLink, regulatory submission systems (Mercury, Zinc, ATLAS, APRIMO/T2E, FirstDoc/eRC, ePTS, Veeva), Google Analytics, Datavision, Excel, Word, Social Media Monitoring, Lotus Notes, HTML, Photoshop, Flash, Final Cut Pro |