## 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, NY  McCann Humancare*, Account Supervisor*  • Tactical lead for DTC print, TV, and video projects for immunotherapy, OPDIVO, across multiple tumor types  McCann 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, NY  Unified/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 | |