

# MARCUS TOLEDO

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## SENIOR MARKETING DIRECTOR

BRAND STRATEGY & MANAGEMENT | CONSUMER PRODUCTS | MEDICAL DEVICES  
DIGITAL MARKETING | PRODUCT LAUNCH

### 6-time recipient of Amgen's highest marketing award

Transformational Marketing Director who excels at framing/communicating the story and developing product roadmaps that prioritize and align with enterprise goals. Big-picture business leader with expertise in organizational restructuring, team building, startup operations, product development, consumer insight, and integrated marketing/advertising campaigns. Ability to periscope above any situation and translate strategy into tactics and market advantage.

*Double-digit sales and market share growth spur digital marketing transformations, long-term pipeline development, and multimillion-dollar profit growth.*

## MARKETING LEADERSHIP

AMGEN, (1998–PRESENT)

### Marketing Director, 2011–Present

Amgen ADVANTAGE® — Emerging Sites of Care | Digital Marketing Strategy

**Scope:** Dual roles leading out-of-hospital market development and leading ADVANTAGE's digital marketing strategy | **Budget:** up to \$2MM

**Challenges:** Develop and lead ADVANTAGE's digital marketing blueprint. | Transform how ADVANTAGE reaches and engages the out-of-hospital healthcare market.

**Contributions:** Develop and execute go-to-market model for startup subsidiary, lead with executive team to redefine organizational structure, transform business processes and coordinate with brand teams to execute digital platform initiatives, develop rollout guidelines, drive synergies and economies of scale with digital agencies, and ensure that mCarestylele devices are incorporated into future deliverables | Lead cross-functional team to achieve digital marketing goals across the franchise and brands | Currently pioneering Carestyle strategy and executing to customer-specific insights.

- **Game-changing Impact:** Transformed business processes for the Emerging Sites of Care sales and marketing teams | Spearheaded digital marketing transformation delivering a digital strategy for Medical Device sector.
- **Transformational Leadership:** Capitalized on advanced technologies to digitally transform ADVANTAGE's product communication model and elevate sales and marketing team performance | On target to double strategic product portfolio sales +\$3MM vs. 2011 (SKIMERA® and Sticher combined sales) | Delivered six custom mCarestylele applications tailored to target audience insights.

### Senior Product Director, 2009–2011 — Amgen Group of Consumer Companies

PASTECLA® and Amgen's® Care and Protect Brands

**Scope:** P&L management for 5 businesses | **P&L:** \$110MM | **Budget:** up to \$35MM | **Reports:** 3 direct

**Challenge:** To grow 5 categories, drive profitability, propose brand exit strategy (AMGEN'S® Body Care), and reinvigorate/redeploy Care & Protect portfolio.

**Roles:** Drove US R&D's strategic pipeline development initiatives | Developed strategic consumer communication plans, repositioned and repackaged brands, recommended market growth and exit strategies, leveraged consumer and market insights to create an innovative 5-year portfolio roadmap, and influenced senior management to invest in digital marketing | Led team of digital agency partners to create a seamless surround-sound consumer experience.

- **Game-changing Impact:** Added more than \$3MM to gross annual profit | Increased AMGEN'S® Wipes business 146% and Swabs business 9% in 2010 | Accelerated category leadership in rash segment elevating PASTECLA® brand dollar sales 17%.
- **Transformational Leadership:** Strategically repositioned AMGEN'S® Care & Protect enabling core businesses to grow through household penetration by 3 pts.
- **Exceptional Performance:** Earned two Sheldon Cooper Awards—**AMGEN's highest marketing honor**—for brand-building and high-impact public relations campaign.

**Senior Product Director, 2007–2009** — Amgen Group of Consumer Companies  
*Amgen's® Baby Bath and Lotion Brands*

**Scope:** P&L management for 2 business lines | **P&L:** \$190MM | **Budget:** up to \$65MM | **Reports:** 4 direct

**Challenge:** To re-invigorate and grow 100-year-old trusted brand in declining consumer categories.

**Roles:** Redefined brand strategy for mature business line (AMGEN'S® Baby Bath & Lotion) | Leveraged insights to drive consumer behavior, managed media planning and creative assets, generated strategic pipeline innovations and marketing plans, introduced innovative media best practices and drove double-digit segment growth.

- **Game-changing Impact:** Grew mature brand 3% in declining category/challenging economy by launching 3 new products (one exceeded sales target 25%) and new platforms (digital, TV, print, and trade focus).
- **Transformational Leadership:** Drove two iconic business lines to record share levels, as a result of championing innovative marketing solutions, introducing new product that drove category growth (AMGEN'S® Baby Bubble Bath), and influencing key retail stakeholders to adopt more effective promotional strategies.
- **Exceptional Performance:** Earned two Sheldon Cooper Awards —**AMGEN's highest marketing honor**—for award-winning Olympic campaign.

**Product Director, 2006–2007** — Amgen Group of Consumer Companies  
*Carestyle® Tampons Brand*

**Scope:** Strategic product marketing | **P&L:** \$61MM | **Budget:** up to \$13MM | **Reports:** 2 direct

**Challenge:** To turn around and revitalize \$61MM mature brand.

**Impact:** Revitalized brand and delivered first national advertising campaign in four years | Significantly increased brand-equity despite declining consumption trends.

**Product Director, 2004–2006** — Amgen ADVANTAGE®  
*US Plastic Surgery*

**Scope:** Brand building/product marketing | **P&L:** \$140MM | **Budget:** \$3MM | **Reports:** 2 direct

**Challenge:** To build a differentiated, clearly positioned, and engaging/high-loyalty brand from the ground up.

**Impact:** Championed/launched AMGEN's first-ever integrated marketing campaign (digital/traditional) | Defined and executed sustainable brand positioning strategy resulting in 10% sales growth | Maximized ADVANTAGE brand loyalty leading to 80% market share growth | Won prestigious AMGEN marketing awards for leadership and brand management.

**Director, 2002–2004** — Amgen ADVANTAGE®  
*WW Center of Excellence for Advanced Packaging Development & Graphic Technology*

**Scope:** Organizational restructuring/strategic planning | **Budget:** \$8MM | **Reports:** 30 (US & Europe)

**Challenge:** To reorganize Advantage's packaging and engineering team, redefine team culture, and improve processes.

**Impact:** Reorganized and integrated Ops/R&D Packaging Development groups creating WW Center of Excellence for Advanced Packaging Development | Reduced external costs 30%, cycle time 80% | Increased team output 30%.

**Leadership positions with progressive responsibility, 1998–2002**

Amgen ADVANTAGE®

*Promoted through four positions between 1998 and 2003 (Manager, Packaging Development, Graphics Technology & SIS | Manager, Graphics Technology | Leader, Graphics Technology | Product Graphics Specialist).*

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## EDUCATION

**Master of Business Administration**, Graduate School of Business, New York University (2002)

**Master of Arts Management**, School of Public Policy & Management, Penn State (1998)

**Bachelor of Fine Arts**, School of Communication Design, Penn State (1998)