

# Bernie Clark

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## SUMMARY

Senior marketing and communications professional with extensive experience building captivating brands and expanding customer reach in the pharmaceutical and IT sectors. Collaborative management style with strong leadership, communication and analytical skills. Expertise in translating business goals into marketing strategies and directing the creation of integrated marketing campaigns that produce measurable results. MBA and Master of Science in Marketing Management from the University of Maryland.

## EXPERIENCE

### **Director of Marketing Operations** (2007 – Present)

MDS Pharma Services  
*King of Prussia, Pennsylvania*

- Managed cross-functional team of 6 internal staff and 14 external partners responsible for planning and executing all marketing programs across 7 LOBs. In 2009, this group coordinated 55 tradeshow and special events, 15 scientific symposia, 5 webinars, 48 advertising insertions, 15 sponsorships, 21 scientific posters and over 100 email campaigns.
- Developed and executed global brand campaign to better position the company and increase market awareness of service offering and value proposition.
- Led the process development, implementation and global deployment of CRM application for marketing campaigns to track ROI through the sales funnel and highlight progress toward marketing objectives for senior management.
- Drove global channel strategy to expand customer base and generate new business opportunities. Marketing campaigns responsible for \$330 million in sales opportunities and \$46 million in new business wins. Focus on lead generation resulted in a 25% growth in customer database and an average of 290 qualified sales leads each month worth \$49,000 per lead in opportunity value.
- Developed and launched marketing project management portal to prioritize and track organizational requests and streamline resource allocation for operations team.
- Selected by senior management to participate in Leadership Edge executive development program.

### **Adjunct Marketing & Business Professor** (2007 - Present)

University of Phoenix Online

- Teach several undergraduate courses each year on buyer behavior, brand management and intellectual capital.

### **Director of Marketing & Communications** (2005 – 2007)

iJET Intelligent Risk Systems  
*Annapolis, Maryland*

- Organized strategic product research team to qualify and quantify new market opportunities and establish specifications for product development.
- Led corporate re-branding initiative to strengthen market position and drive sales activity.
- Drove the development and execution of all marketing campaigns, client communications, sales tools/training and external events.
- Company better positioned to grow lines of business and take advantage of unmet demand in the marketplace.

### **Marketing Manager & Webmaster** (2000 – 2005)

iJET Intelligent Risk Systems  
*Annapolis, Maryland*

- Drove client adoption and retention activities using segmented communications strategy.
- Led implementation, training and administration of CRM application for national sales team.
- Coordinated development of tradeshow exhibits and interactive product demo.
- Managed public relations outreach with frequent placements in trade magazines and international publications such as the Wall Street Journal, New York Times and USA Today.

## EDUCATION

- Master of Science in Marketing Management (2006)  
University of Maryland
- Master of Business Administration (2003)  
University of Maryland
- Bachelor of Arts in Psychology & Communication (2000)  
Allegheny College

## SPECIALTIES

- Advertising, Brand Management and Direct Marketing
- Business Process Optimization and Operational Excellence
- CRM Integration and Dashboard Reporting
- eMarketing and Channel Strategy
- Public Relations and Tradeshow/Event Management