

CURRICULUM VITAE

Mr Steven Rye BSc (Hons) CITS (Open)
Omnichannel & Digital Marketing Leader

Personal Profile

Date of Birth: 1st October 1981

Other Information: Non-Smoker, Full Clean UK Driving Licence since 2002

Location: Cambridgeshire, United Kingdom

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Introduction

I lead cross-functional teams to plan, deploy, monitor and optimize enterprise level, data-driven omnichannel projects and campaigns in the pharmaceutical industry. My extensive international experience has allowed me to spearhead successful campaigns and educate and inspire teams with best practices, while concurrently delivering cutting-edge solutions.

My professional approach centres on harnessing enterprise systems, platforms, and seamless integrations to deliver unparalleled customer experiences. My unique blend of exceptional business acumen and robust technical expertise empowers me to comprehend the fundamental needs and objectives underlying any challenge, ensuring the development of compliant and strategic solutions.

Professional Skills

Omnichannel Marketing



Campaign effectiveness



Digital Technologies



Email Performance Optimization



Data and Analytics



Project Management



Search Engine Marketing (SEO / PPC)



CMS (WordPress, Drupal, Adobe Experience Manager)



Programming (HTML, CSS, JavaScript, PHP)



SQL



Adobe Creative Cloud



Veeva Vault / CRM



Work Experience

May 2023 - Present



SENIOR MANAGER OMNICHANNEL ENGAGEMENT

Omnichannel lead for a launch brand. Development and implementation of customer journeys aligned to brand strategy. Supporting market roll-out and local execution.

Mar 2017 - Oct 2019



DIGITAL BRAND MANAGER

Supporting the development and implementation of digital tactics as part of a multi-channel plan aligned to brand strategy.

Mar 2012 - Mar 2016



DIGITAL SPECIALIST

Working across multiple brand teams to ensure best practice delivery of patient and HCP websites, email marketing campaigns, webinars and online paid advertising (PPC, banner advertising, sponsorship etc.).

Oct 2019 - Apr 2023



GLOBAL DIGITAL PRODUCT OWNER

Working across priority markets globally, leading the technical development of scalable enterprise data driven omni-channel campaigns. Considering both online and offline channels and how they integrate seamlessly using event triggered next best actions.

Apr 2016 - Mar 2017



GLOBAL REGIONAL DELIVERY MANAGER

Managing the successful delivery of global services (production & publishing) supported by a globally based multi-cultural team.

Jul 1999 - Feb 2012



SALES ENGINEER AND MARKETING MANAGER

Digital Marketing including Search Engine Optimisation (SEO), Google AdWords campaign maintenance, Social Media (Twitter, Facebook, Google+, LinkedIn) marketing, PR distribution, natural link building etc.

Qualifications



Endorsements

“ I had the privilege to partner with Steve on one of the most innovative pharma digital projects at AZ. He managed and held our external agency accountable to develop a successful HCP education platform and deliver impact to the business.

Steve brought strategic thinking, technical knowledge, and passion for digital to the team. It was such an enjoyable experience working with him, I couldn't have asked for a better business partner!

Alice Yu, AstraZeneca

“ Steve is a subject matter expert on the digital and Omnichannel area. It is extremely goal oriented and always able to find the smartest way to get the expected outcome Steve always helped as to challenge the status quo and evolve our approaches.

Miguel Asensio, AstraZeneca

“ Steve is an amazing digital talent and leader in this space. He was a fantastic global cross functional partner that really helped our Canadian market as we executed our digital transformation. I could always lean on Steve for guidance, advice or even bounce ideas off him. He would make a great addition to any team, and I highly recommend him.

Jonathan Chiriboga, AstraZeneca

“ Steve is incredibly knowledgeable and proficient in product development, management, and enhancement. In the three years I've worked with Steve he has launched and scaled multiple enterprise level solutions working cross-functionally across global and local teams. He is extremely supportive to all members of the team and will go above and beyond to get the job done.

Harriet Easton, AstraZeneca