

STACY TRENT



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PROFESSIONAL PROFILE

Analytical, results-oriented leader of data strategy with deep expertise in C-suite advisement and global team leadership, creating and implementing data strategy programs for pharmaceutical companies and other diverse industries. Demonstrate success in leading high-performing teams through disruption and ambiguity. Leverage innovative approach that reduces data latency, increases effectiveness, and drives internal and external culture shifts around the importance of data. Evaluate options from multiple viewpoints, translate technical concepts for nontechnical audiences, and guide data-driven decision-making. Influence, collaborate, and interact effectively with multiple stakeholders at all levels to align operational objectives and provide consistent leadership to teams and individuals.

AREAS OF EXPERTISE

- Global Leadership
- Data Strategy Programs
- Partnership Management
- Stakeholder Management
- Innovative Problem-Solving
- Team Leadership
- C-Suite Advisement
- Thought Leadership
- Change Management
- Consent & Data Privacy
- KPI Development
- Budget Management
- Operational Excellence
- Effective Communications
- Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

BRISTOL MYERS SQUIBB | Princeton, NJ 2017–Present
Senior Director, Engagement Data & Campaign Management – Global Omni-Channel Experience Team (2023–Present)
Director, Engagement Data & Campaign Management – Global Omni-Channel Experience Team (2017–2022)

Lead global team of omni-channel marketers and technologists. Partner across cross-functional business insights and analytics departments to ensure teams are equipped with up-to-date data and identify gaps in data strategy. Leverage experience to maintain engagement and lead touchpoint meetings with brand teams to develop understanding of marketing plans, target audiences, and goals to align with CRM programs. Direct incoming and outgoing marketing databases to create target lists and relevant suppressions for marketing initiatives, including direct mail, email, and media. Own marketing automation using Salesforce Marketing Cloud platform, including SMS text messaging, email, and Interaction Studio. Oversee global capability and operational reporting with accountability for platform optimization to ensure communication between platforms. Manage healthcare provider (HCP) worldwide registration and verification database. Support contractors in Germany, EMEA, APAC, and global leadership. Drive opportunities to ensure development and advancement for women within the global organization as Strategy and Operations Lead of B-NOW (BMS Network of Women). Began tenure leading 2 direct reports, 5 onsite, and 24 offsite contracts with a budget of \$4M and currently oversee team of 9 direct reports, 9 onsite, and 30 offsite contractors with a budget of \$8M.

- Selected to lead media operations within 4 months of tenure based on early success and effective team management, creating processes to retain over 300 files from media partners and agencies for reporting purposes and continuously managing file capture processes going forward.
- Led data privacy, consent, and cookie compliance across 57 countries by implementing platform to manage consent for organization.
- Successfully migrated 20 years of data to new vendor over 2 years with no disruption to business or staff loss, including 20 million HCP and 4 million patient records, after abrupt departure of database partner with 30 contractors.
- Launched AI and machine learning in 5 countries to target HCPs, resulting in 5.7% increase in prescriptions written and 25% increase in engagement with HCPs while reducing volume of extraneous communication by 13%.
- Planned and executed 3 consecutive global Women's History Month events as strategy and operations lead for BMS Network of Women (Employee Resource Group), fostering strong relationships with executive sponsors, including CEO and CTO.
- Piloted new data tool, Domo, to reduce data latency by 92.4%, from 66 to 5 days.

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PATIENTS & PURPOSE (formerly CDMi, part of Omnicom Health) | New York, NY

2010–2017

VP, Director, Data Analytics and Market Planning (2015–2017)

VP, Group Supervisor, Data Analytics (2010–2015)

Primary lead for all campaign performance data, including websites, media, and direct mail. Reported on performance metrics, developed forecasts, and leveraged historical data to create benchmarks and roadmaps. Assisted agency and clients in KPI standards development and understanding, pivoting from qualitative to quantitative mindset to evaluate campaigns. Promoted to fill need for onsite data analyst to move agency forward for client success through data reporting, market planning, and informed decision-making. Utilized data to create brand strategy in collaboration with account team. Maintained strong client relationships built on trust. Led team of 3 direct reports.

- Recognized by partner agencies for successes with data reporting and selected to collaborate with partner clients.
- Created culture with awareness of data importance and utilized data to build cases for clients.

EPSILON | Bridgewater, NJ

2008–2010

Patient Relationship Marketing (PRM) Database Account Manager

Client: Sanofi

Collaborated with brand team to foster understanding of data, including compiling lists, creating reporting, and highlighting competitive activity in this combination marketing and database-focused role. Ensured positive ROI for all projects by collaborating with brand managers to create a business case for future initiatives in alignment with client goals. Identified and communicated strategic recommendations for client needs based on data analysis to drive revenue.

- Cultivated strong working relationship with brand manager of Xyzal (OTC allergy medication), resulting in sale of \$2M in mobile capabilities.
- Leveraged agency background to build solid client relationships and provide support to brand teams.

Additional Experience:

MRM Princeton – CRM Infrastructure Director

MRM Princeton – Account Director

I3, a United Healthcare Company – Marketing Manager, Marketing Communications

W.B. Doner Advertising – Account Director

Verizon Communications – Marketing Specialist, Multicultural Marketing

Rapp Collins – Senior Project Manager, Marketing Services

DRAFT FCB – Manager, Direct Response Services

EDUCATION

Wagner College; Staten Island, NY

BACHELOR OF SCIENCE, Business Administration & Marketing

ThePower Business School

THEPOWER MBA COURSE

Rutgers Coding Bootcamp

FULL STACK DEVELOPER COURSE

BOARD MEMBERSHIPS

Wagner College; Alumni Board Member (2020–Present), Corresponding Secretary (2023–Present)

TECHNICAL INVENTORY

Salesforce Marketing Cloud | Adobe AEM | Adobe Analytics | Google Analytics | One Trust
