

Moore, Erin

Personal Statement

Dynamic, deadline-driven, and accomplished professional with significant experience and success in consultative marketing, data analysis, quantitative market research and healthcare improvement looking to identify unmet needs and design and test novel solutions to accelerate the pace of innovation across the healthcare ecosystem. Possesses excellent communication and interpersonal skills; forges and maintains effective and trusting relationships with diverse groups of executive partners, decision makers, influencers and peers. Resourceful, proactive, and respected.

Experience

Healthcare Innovation Consultant 2012 – Present

Cincinnati Children's Hospital | Cincinnati, OH

- Development and implementation of customized tools, measures and curriculum to achieve the aims of the Cystic Fibrosis Learning Network
 - Built, trained and manage a team of 29 patients and parents working collaboratively with clinicians to improve the reliability of evidence based chronic care
 - Designed a curriculum for quality improvement training for parents and patients with clear pathways from training to action and flexibility to address diverse sets of competencies to support learning at all stages of learning network engagement
 - Implemented a multi-channel awareness campaign aimed at patients, clinicians and researchers within the cystic fibrosis community
 - Created the infrastructure to for patients and parents to test and implement strategies to amplify the impact of QI work and research on health outcome improvement
 - Developed and led a portfolio of workgroup interventions including formal gate review to facilitate the development of innovations from design concepts to full scale implementation

External Communications Consultant 2016 – Present

Eli Lilly | Indianapolis, IN

- Provide input into and strategy for current priorities, catalyze new thinking and identify opportunities for the Clinical Innovation team from the patient perspective
- Communicate how increased focus on patient centeredness and real world evidence is changing the healthcare ecosystem and how these trends may affect drug development

Patient Representative 2015 – Present

US Food and Drug Administration | Silver Spring, MD

- Impart a consumer perspective on issues and actions that are brought before the FDA for review, addressing the specific needs and preferences of patients for whom a tool or treatment is intended

External Product Development Advisor - 2014 – 2015

Roche | Basel, Switzerland

- Contribute insights on how increased focus on patient centeredness and real world evidence is changing the healthcare ecosystem and how these trends may affect drug development

Associate Marketing Research Manager 2005 – 2008

The Nielsen Company | Cincinnati, OH

- Led client service engagement as part of multi-million dollar/multi-year contract with Procter and Gamble, working with high impact teams, primarily Wal-Mart
 - Recognized as trusted analytical advisor for P&G brand teams; provided recommendations on consumer targeting and marketing plan optimization through research and analytics of point-of-sale scanning data and Nielsen-proprietary consumer panel data.
 - Consulted on issues facing brand's business; led landscape assessments of brand vs. competitors, brand assortment and shelf layout optimization, media planning, consumer insights, consumer segmentation, sales growth strategies, and trade marketing efficiency.
 - Built optimized and trust-based client service relationships; gained seat at table beside brand leadership to help client make educated decisions on business strategy
 - Achieved complete client satisfaction with consistency through effective team leadership; turned around precarious client relationships to improve client satisfaction
 - Perform post promotion analysis of major events in order to deliver best practice insights for future program development
 - Identified and secured opportunities for client renewal, upselling, and all revenue-generating opportunities

Category Management **2003 – 2005**

L'Oreal Paris | New York, NY

- Consulted with field sales as a liaison between Marketing and Field Sales to analyze consumer data to create actionable marketing strategies that drive business growth
 - Recognized as a future leader in Global Marketing and Product Innovation through participation in L'Oreal's Discovery Program
 - Built an Analytical Framework & Category Scorecard to serve as the basis of Category Overviews for all accounts to develop new program elements to drive growth and profit
 - Creation and presentation of actionable and compelling presentations (e.g., space analyses, category overviews) to internal leaders

EDUCATION

St. Joseph University, Philadelphia, OH

- 2003 | B.S. Marketing

KEY SKILLS AND COMPETENCIES

- Strong work ethic and a dedication to success
- Team player and partner
- Well spoken & articulate
- Strategic thinker
- Substantial leadership skills

PUBLIC SPEAKING AND ATTAINMENT

- Stanford University MedicineX Board Member 2016-Present
- Stanford University MedicineX ePatient <https://youtu.be/PE3W5Alxqwc>
- Advisor, The Robert Wood Johnson Foundation "Data for Health"
<http://www.rwjf.org/content/dam/farm/reports/reports/2015/rwjf418628>
- Advisor, JASONs "Data for Individual Health" - <https://www.healthit.gov/sites/default/files/2014-JASON-data-for-individual-health.pdf>
- Health 2.0 10th Anniversary Global Retrospective Award for Patient Activism, 2016