

# Daniel Tran, PharmD

HEMATOLOGY/ONCOLOGY MARKETING MANAGER

Greater Seattle Area, WA

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## PROFESSIONAL SUMMARY

Oncology Marketing Manager (PharmD) bridging clinical science and commercial strategy to drive high-stakes product launches and lifecycle growth. Proven expertise in competitive intelligence, omnichannel execution, and cross-functional integrations. Adept at translating complex data into high-impact market tactics that accelerate adoption and maximize ROI in highly competitive landscapes.

## PROFESSIONAL EXPERIENCE

### Pfizer Oncology

Bothell, WA

MARKETING MANAGER, ADCETRIS - HEMATOLOGY/ONCOLOGY (PREVIOUSLY MARKETING FELLOW, SEAGEN/PFIZER)

Jun 2023 - Present

#### Omnichannel Strategy & Acting Leadership

- Served as Interim Omnichannel Lead during critical gap periods, directing operational continuity to orchestrate the launch of CMI's AI-driven EM-POWER (AMO) platform; finalized HCP and DTC website integration and SEO architectural updates, resolving critical issues during platform go-lives
- Optimized ~25% of total media budget by repositioning DTC branded and unbranded SEM investment strategy, achieving a 38% increase in overall Share of Voice (SOV) and doubling search opportunities within 8 months—all while reducing overall media spend by 2%

#### Competitive Intelligence & Strategic Planning

- Directed a \$0.5M Competitive Intelligence strategy, synthesizing real-time competitor signals (FDA, ODACs, Press Releases, Biosimilars) to safeguard brand positioning; translated insights into actionable commercial recommendations, including collaborating with Market Access to reinforce value propositions for payer formulary discussions
- Orchestrated the Compendia & Competitive Response forum, defining commercial implications and integrating Medical and Access inputs to capitalize on favorable NCCN positioning—critical for the DLBCL launch—while driving alignment on defensive strategies for unfavorable events
- Partnered with Takeda (Global Alliance) to analyze the high-barrier manufacturing nuances of ADC biosimilars, translating worldwide development signals into refined US commercial assumptions and precise market entry simulations

#### Launch Excellence & Operational Agility

- Directed the Commercial Asset Readiness workstream for a major indication launch, executing 40+ safety/indication updates across the omnichannel ecosystem; leveraged clinical acumen to co-author the new Patient ISI with Regulatory, for rapid 3-month approval; subsequently mentored a Marketing Fellow to lead 30+ Patient Assistance Program asset updates
- Spearheaded the Seagen-to-Pfizer portfolio asset integration, managing a \$2M budget to update 600+ commercial assets; streamlined MLR scope to identify \$400K in cost efficiencies while ensuring 100% compliance
- Facilitated the launch of strategic media initiatives (Doximity, Sermo), leveraging channel performance data to execute targeted, high-impact e-blasts via the AMO platform
- Appointed as Brand Budget Captain managing a ~\$10M OPEX, overseeing cross-functional spend allocation and quarterly phasing to ensure 100% financial accuracy and zero-variance reporting

#### Field Integration & HCP Engagement

- Aligned physical touchpoints (Regional Congresses, Product Theaters) with digital activation strategies, deploying modular digital driver banners to maximize booth traffic and amplify brand presence across the conference ecosystem
- Optimized the field-digital ecosystem, curating the cross-portfolio clinical library (Textbooks, Reprints) and launching Veeva CRM/RTE enhancements to empower the sales force with high-value, scientifically accurate resources

### PrecisePK - Precision Vancomycin Dosing Software (Biotech SAAS Startup)

San Diego, CA

SALES & MARKETING MANAGER

Oct 2021 - Aug 2022

- Spearheaded commercial expansion into the Veterans Affairs (VA) system, successfully navigating federal procurement to secure adoption within VISN 22 (Desert Pacific Healthcare Network)
- Led the strategic roadmap for EHR interoperability, partnering with engineering to develop and launch Epic and Cerner integration features. Bridged clinical requirements with technical execution to embed precision dosing directly into hospital workflows and create hospital-specific models
- Directed the creation of scientific white papers on predictive Bayesian dosing and AKI reduction driving real-world cost savings

## Technical Skills

- Platforms & CRM: Veeva Vault/CRM, Salesforce, IQVIA, Doximity, Sermo, Medscape, AMO Platforms, Rep-Triggered Email, Microsoft Copilot Studio
- Digital Analytics & Data: Google Analytics (GA4), Tableau, Bayesian Statistics, ML (Gradient Boosting, Random Forest), Excel Modeling

## Education

### Doctor of Pharmacy

La Jolla, CA

UNIVERSITY OF CALIFORNIA, SAN DIEGO

Aug 2019 - May 2023