

Manuel Mitola

Omni-channel Marketing Sr. Manager



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Working Experience

I am a Multichannel Engagement Sr. Manager at Eli Lilly & Co.

With an in depth understanding of pharmaceutical and biotechnological marketing and a strong pragmatic entrepreneurial mindset, I am able to partner with cross functional teams leading the multichannel strategy definition and execution.

Personal and professional continuous growths, innovation, processes optimization and customer centricity are the principles that guide my work. Prone to have an analytical and data driven approach, I grant space for creativity and flexibility when thinking outside the box can be a successful approach.

With 5 years of over-performing and successful experience of working on both international and local level I am able to lead the brands portfolio multichannel journey on a success path. I coordinated successfully cross functional teams and led digital marketers teams toward challenging goals.

March 2020 - On going:

Multichannel Engagement Therapeutic Area Consultant (100% International)

In this role, I am the Omni-channel marketing lead of the Pain (Migraine) therapeutic area for Lilly's international business unit. My area of responsibility is the whole World affiliates excluded U.S. one

In close partnership with International brand and medical leaders, I define the multichannel strategy coordinating the efforts of a broader cross functional team, including compliance and market access colleagues.

Managing a team of 2 resources (a Manager and an Intern) and several external agencies and service suppliers, I lead the strategy execution and its content creation across the main hubs and countries. The brands under my responsibility are in launch and pre-launch phases. Based on that, I make sure the omni-channel strategy is aligned with marketing one across the whole patient and customer journeys in order to foster drug adoption and trial, removing the main barriers.

The team I lead is also in charge of creating and deliver Medical Legal Regulatory (MLR) approved in multiple geographies contents to affiliates, making sure a proper re-use is monitored, KPI tracked and enhanced in a continuous improvement cycle.

In short:

- I drive the omni-channel strategy and content creation accordingly to patient and customer journeys
- I manage a team of two internal resources and several external suppliers for delivering MLR approved contents in line with global strategy and affiliates' needs
- I negotiate and own the budget of my function
- I plan across multiple channels and geographies the touchpoint and I'm responsible to share results with sr. leadership
- I drive the adoption of innovative channels and approaches within my therapeutic area being accountable of pilot and ad-hoc projects

Main achievements:

- Timely delivery of strategy aligned and high quality contents
- Effective influence on affiliates able to increase content re-use and strategy alignment vs PY
- Effective influence on the cross functional team while defining patient and customer journeys and brand multichannel strategy
- Excellent feedback from managed resources

April 2018 - March 2020:

Multichannel Engagement Capabilities Associate Consultant (100% International)

In this role, I lead (dotted line) a community of practice composed by subject matter experts of key capabilities including: Virtual events (Promotional educational webinars), Email Marketing and Sales Force personalised emails (Veeva), 3rd party Source of authority (SOA) activities and Marketing Automation (Sales Force Marketing Cloud Journey builder).

I work on spotting best practices across multiple affiliates and transforming those practices in standards.

I aim at driving impactful innovation playing a bridge role between IT and business.

I lead the creation of new guidelines, work instructions and Playbooks as well as the launch of new tools and capabilities across multiples affiliates and functions.

In short:

- I lead in dotted line a community of six subject matter experts spread across the globe
- I translate business need in IT and capability deliverables
- I work on enhancing standards through co-creation and bottom up best practice sharing

Main achievements:

- Bold increase of channel performances across key prioritised affiliates
- Effective launch and adoption of new tools, capabilities and integrations
- Excellent feedback from coordinated resources
- High adoption of guidelines, work instructions and Playbooks produced

Nov 2015 - April 2018:

Digital Marketing Sr. specialist and Multichannel Engagement Associate - 70% FTE Italian affiliate / 30% FTE European region

In this role, I worked on the localisation at affiliate level and the execution of global and regional multichannel engagement strategy. From 2015 to 2018, I supported several brands across multiple life cycle stages from pre-launch to launch phases as well as mature and close to loss of exclusivity ones. Coordinating the efforts of several external agencies and suppliers, I operated using several channels and engagement tactics such as Patient and HCPs portal content strategy, Search Engine Optimisation, Email marketing, Social media marketing as well as print and radio channels. My area of focus was mainly Italy, but I worked on several European projects partnering with other affiliates team members. In this role, I worked as project manager obtaining the SCRUM master certification on several projects that involved marketing, medical, communication and corp affairs colleagues.

In short:

- I worked on the localisation, implementation and optimisation of regional omni-channel strategy
- I supported brands during the main life cycle phases from pre-launch to loss of exclusivity
- I operated using several and different channels including: website, email, social media, radio and printed materials
- I worked as project manager on both Italian and European projects

Main achievements:

- Operative KPIs consistent over performing for the three years in a row
- Excellent feedback from supervisors and cross functional team members
- Effective integration between digital and traditional channels



June 2015 - November 2015:

Digital and CRM Communication Assistant - Nestlé (Milan)

Working alongside the Digital Marketing Manager and collaborating with the Nestlé Purina brand managers, I supported and implemented the Digital Marketing strategy. Among my duties: **Web-analytics, Web-auditing, analysis and reporting, e-commerce analysis, management of relationships with partner agencies.**



May 2013 - November 2015:

Digital Marketing Consultant - RagnoMarketing (Milan)

Studying and working simultaneously within the same field allowed me to immediately test in practice what learned in theory. It allowed me to acquire a very useful **technical background** in order to deeply understand the subject of **Digital Marketing**. Working **together with the customer**, made me know all the phases that make up a web project, from idea to implementation. During this experience I developed and sold web sites and **SEO/SEM** services, managed **social media marketing campaigns**. From this experience was born RagnoMarketing, a blog then evolved into a real network of digital marketing professionals.

Education

Class 2019 - 2021 **MIP Politecnico di Milano Business School (Milan)**

International Executive **MBA** candidate



Class 2014 - 2016 **IULM University (Milan)**

Master degree - Digital Marketing Management - Final degree: **106/110**



Class 2010 - 2013 **University of Pisa**

Bachelor degree - Communication Science - Final degree: **110/110**



Class 2005 - 2009 **Scientific High School**

Italian

Mother tongue

Languages

English

Fluent (C1 Business)