

KATE GILBERT

WhatsApp +34 623 267 362 • US Cell: +1 510.589.0924 • kate@IAmKateGilbert.com • linkedin.com/in/gilbertk

Strategic commercial and marketing leader, with extensive expertise in strategic planning, sales and marketing management, global communications and commercial operations at the Executive Team and General Manager level.

Worldwide experience on both the agency and client-side in B2B and B2C environments.

CAREER EXPERIENCE

Independent Consultant

(2014 - 2019 & 2021 - Present)

Freelance consultant working on global projects in the healthcare and consumer wellness industries. Working with range of clients from start-up to large pharmaceutical corporations. Example projects include:

- Strategic planning and corporate rebranding with a start-up biopharmaceutical company for a novel topical drug delivery technology
- Global market research design and analysis for an aesthetic medicine company
- Product naming and launch strategy for CBD topical product
- Expert witness as an aesthetic medicine marketing professional in an anti-trust case
- Strategic commercial planning for a women's health company

London Health & Aesthetics (LHA Group)

(London, UK)

Strategic Advisor (2021 – 2022)

LHA is a group of companies providing a wide range of aesthetic and weight loss services in the UK. We are in a period of exceptional growth with our Cavendish Clinic brand, with 10 locations including 6 inside John Lewis retail stores. With future openings planned in John Lewis and plans for our first clinic in ground central for aesthetics Southern California, my primary role is to provide general management oversight and develop a strategic commercialization and value creation plan.

The HydraFacial Company

(London, UK, Malaga, Spain)

HydraFacial is a beauty health company, focused on delivering skincare services globally.

General Manager, EMEA (2019 – 2021)

Member of the Executive Leadership Team and General Manager for Europe, Middle East and Africa region

- Developed commercial strategy to grow the business, increasing revenue, brand awareness and consumer reach
- Led the region through the COVID pandemic, building the business back stronger to exceed revenue goals during the recovery
- Pioneered innovative programs to increase customer and consumer engagement, such as Pop-Up retail experiences, virtual conferences and brand partnerships
- Built out regional infrastructure to meet the demands of the growing business, including acquisition of distributor companies to serve markets directly and creating a regional marketing team with cross functional support

Carling Communications

(San Diego, CA, USA)

Carling is a communications agency focusing on the promotion of healthcare products.

Partner & Senior Vice President, Client Strategy (2013 – 2014)

Partner and member of the leadership team of a rapidly growing agency

- Strategic management for the client services team, providing insight and leadership for various clients, primarily in the aesthetics, dermatology, skincare and ophthalmology industries.
- Account lead for Merz Aesthetics, managing communications and promotional strategy for Radiesse, Belotero and Xeomin products

Suneva Medical
(San Diego, CA, USA)

Vice President of Marketing (2010 – 2013)

Suneva manufacture and distribute aesthetic medicine products, BellaFill, Refissa and ReGenica skincare via physician offices.

Marketing leader and member of the Executive Leadership Team in a dynamic, growing healthcare business.

- Formulated and implemented strategic commercial plan to turn around market perception, improve profitability and achieve revenue growth. Exceeded sales revenue goals in 2011 for first time in five year history, with 66% growth over 2010.
- Developed international expansion plan to meet strategic goals of the organization. Executed first overseas launch for BellaFill, a dermal facial filler, establishing strategic launch and training plan with local distributors.
- Evaluated business development opportunities for merger and acquisition targets, part of due diligence and integration team, resulting in the in-licensing of the ReGenica skin care line, and the acquisition of the Refissa pharmaceutical product.
- Provided leadership on marketing initiatives including; digital strategy, public relations, in-office merchandising, physician promotions, events, and advertising.
- Represented commercial function at the Board of Directors level.

Solta Medical / Thermage
(Hayward, CA, USA)

Senior Director of Product Management & Communications (2007 – 2010)
Director of International Marketing (2005 – 2006)

Solta Medical provides leading consumer brands, Thermage and Fraxel, in the global anti-aging procedure market.

Successfully led worldwide marketing efforts, managing teams of up to 15 people, growing business via creative strategy and promotional efforts through distribution channels to the end-consumer.

- Managed international marketing strategy, establishing expansion plans and representing the voice of our non-US customer within the company.
- Led development of product pipeline, translating customer insights into product requirements and establishing a close relationship with research and development. Achieved multiple successful capital and consumable product launches.
- Led major corporate rebranding project to refresh product brand, integrate acquired business and create Solta's new corporate identity.
- Devised and executed successful product launch campaign targeted to our physician customers and consumer market, including an award winning 22 city tour in the US and Europe to create industry and media awareness of two new products.
- Implemented global roll-out strategy for new products, training sales team, distributors and customer worldwide and developing regional promotional strategies, resulting in rapid adoption of new procedures to 20% share of product sales within 3 months.
- Planned and executed company's first direct-to-consumer campaign outside the US, utilizing television, consumer print and online advertising programs to drive consumables revenue with existing accounts in selected Asian, European and Latin American markets.
- Led successful public relations campaigns to drive consumer demand in markets around the world, working with PR agency offices to localize messaging and execution tactics in regional markets. Achieved 50% share of voice within industry sector in consumer media.

Ciphergen Biosystems
(Fremont, CA, USA)

Director of Marketing & Customer Success (2004 – 2005)
Consumables Product Manager (2002 – 2004)

Ciphergen Biosystems produced analytical equipment and consumables to serve the global medical and pharmaceutical research markets.

Promoted to increasingly responsible positions after a highly effective period as product manager. In final position led product management, marketing, customer service and sales support team of 35 employees.

- Led customer success team, integrating inside sales, marketing, field service, customer service and technical support to provide integrated approach to customer care.
- Managed departmental team for the organization's largest ever product launch, successfully gaining significant press coverage and increasing lead generation.
- Organized and developed content for worldwide training of North American, European and Japanese sales teams to reposition the sales message in the face of competitive pressures.

Glyko (Novato, CA, USA)
previously **Oxford GlycoSciences** (UK)

Worldwide Sales and Marketing Manager (1996 – 2002)
European Sales Manager (1996)

Glyko / OGS produced analytical equipment and biochemicals to serve the biopharmaceutical research and production markets.

Rapidly promoted to lead the sales, marketing and customer service group after joining OGS in a sales role. Following acquisition by Glyko relocated to the US to lead commercial operations, including sales, marketing, technical and customer service.

- Negotiated valuable distributor contracts in key territories in Europe and Asia to secure and grow export business.
- During acquisition of OGS by Glyko and transfer of business from Europe to the US, focused on customer retention and establishment of new European operation to ensure no business was lost.
- Facilitated transition of Glyko from internally focused research organization to customer oriented company with loyal client base and expanding sales, resulting in revenue growth of 36% year over year, achieving 110% of worldwide sales target.
- Captured market share for leading reagent business resulting in 125% growth in sales of one key product in a two year time frame as part of a focused sales strategy.
- Produced all promotional literature and marketing tools, including 180 page printed and electronic catalog; promotion of this piece increased number of leads 300% in month of launch.

EDUCATION

Postgraduate Diploma in Marketing (3 year course) Chartered Institute of Marketing UK
BSc (Hons) Biological Sciences University of Warwick, UK

Other experience:

Pro Bono Marketing Consultant – Taproot Foundation
Mentor - Healthcare Businesswomen's Association Group Mentoring Program
Expert Witness – Class Action Anti-trust Lawsuit

OTHER

United States & United Kingdom Citizen
Spanish Resident with right to work in Spain
