

Ganesh Ram

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Digital Health & Commercial Transformation Leader | AI-Driven Engagement & Life Sciences Ecosystems

Digital transformation leader with 14+ years of experience driving AI-enabled engagement, commercialization, and decision-making systems across life sciences organizations. Proven ability to align digital platforms, customer engagement strategies, and data-driven insights to improve how biopharma stakeholders access and utilize critical services. Experienced in working across cross-functional teams to identify opportunities, improve customer journeys, and translate complex needs into scalable digital solutions. Delivered \$1B+ in pipeline and \$147M+ in revenue impact through optimized digital engagement and commercial strategies across global markets. Trusted partner to senior leadership, influencing strategic decisions and investment priorities across complex healthcare and life sciences environments.

Core Expertise:

Digital Health Strategy & Ecosystem Alignment | AI-Driven Decision Intelligence & Commercial Transformation | Health System & Biopharma Customer Engagement Strategy | Market Shaping & Stakeholder Influence | Data-Driven Strategy, Measurement & Business Impact | Customer Journey Transformation & Experience Optimization | Entrepreneurial Thinking | Continuous Experimentation | Executive Communication & Strategic Influence

Thermo Fisher Scientific, Arlington, VA; Senior Marketing Leader; (August 2021–Present)

As a commercial marketing leader and business partner, I lead enterprise digital growth and customer engagement platforms, partnering with Sales, IT, Finance, and Product to translate portfolio priorities into scalable execution.

- Lead digital transformation initiatives to improve how biopharma customers discover, evaluate, and engage with drug development and commercialization services
- Partner with cross-functional stakeholders across commercial, product, and analytics teams to align digital capabilities with evolving customer needs
- Translate complex business and customer challenges into scalable digital solutions that improve engagement, decision-making, and outcomes
- Delivered \$1B+ in pipeline and \$147M+ in revenue impact by optimizing digital engagement strategies across global markets
- Define and advance AI-enabled digital initiatives, leveraging GenAI and data-driven insights to improve engagement relevance and speed of execution
- Identify gaps in customer experience and engagement, developing solutions to improve access, usability, and effectiveness of digital platforms
- Lead cross-functional collaboration across marketing, UX, analytics, and technology teams to deliver integrated digital programs
- Own a \$6.5M+ digital investment portfolio, optimizing spend and aligning investments with business priorities and growth opportunities
- Develop measurement frameworks and performance insights to guide optimization and strategic decision-making
- Defined and executed AI-driven marketing and experimentation strategies, leveraging GenAI and automation to improve campaign relevance, speed, and performance
- Led enterprise web platform modernization (Adobe Experience Cloud) and UX architecture improvements across global websites, increasing leads 39% YoY and improving site engagement and conversion performance.
- Lead cross-functional global teams across digital marketing, UX, analytics, and agency partners to deliver integrated campaigns and platform execution
- Defined the strategic roadmap and investment strategy for Agentic AI and digital platforms, overseeing global prioritization and multi-million dollar budget allocation.
- Led conversion rate optimization initiatives across marketing websites, implementing testing frameworks, landing page optimization, and experimentation programs that improved engagement and lead conversion.
- Scaled sales enablement tool adoption to 67% of the sales team (exceeding the 45% goal) and supported \$3.5B in Biotech sales (25% growth) through targeted digital activation and content governance.
- Owned technical SEO and emerging AI-driven search (AIO) strategy across enterprise websites, improving crawlability, structured data implementation, and organic discoverability.
- Regularly briefed senior leaders on digital priorities, trade-offs, and progress, ensuring clarity and alignment across stakeholders.
- Led management and redesign of international websites considering global user security, privacy, and cultural differences.
- Applied GenAI and AI-enabled insights to improve customer engagement relevance, speed content activation, and support commercial teams with more targeted, compliant engagement assets.

Hunter Associates Laboratory, Inc., Reston, VA; Digital Marketing Leader, Commercial Growth & Transformation (July 2016 – August 2021)

Partnered directly with commercial leadership to translate growth goals into customer engagement strategies that sales teams could execute confidently. Acted as a head of digital marketing, reporting to the president, and helped drive revenue 37% and company value 45% by building the role from digital marketing enablement to omni-channel customer experience. Helped the business strengthen its market position in several industries including H i-Tech, CPG, Biopharma, Food & Beverage, Plastics and Chemicals.

- Built and scaled the company's digital marketing and web platform capabilities from the ground up.
- Increased quality leads 58%, increased conversion rate 62%, reduced bounce rates 34%, shortened page loading times 30%, and increased unique session rates 42% by managing web strategy of the new website; finished it ahead of schedule and under budget.
- Boosted engagements 60% and conversions 125% by developing Account-based marketing (ABM) strategies, implementing attribution and propensity models throughout the sales funnel. (Web, Email, LinkedIn Campaign & Facebook for Business)
- Managed >375 user experience improvements by building user testing hypothesis library for A/B, A/B/n, and multivariate testing using Adobe Target, Google Optimize and Optimizely. Optimized colors, icons, web page functionalities, designs, and content forms.
- Achieved 98% ad optimization score, 70% increase in impressions, 45% increase in CTR, and 65% increase in conversions by using manual enhanced CPC and automated Google Ads' SEM strategies. Reached 4.67% AdWords/Google Ads click-through rate, 6.64% conversion rate and drove ROAS of over \$6 for every \$1 spent.
- As an AWS solution architect, I developed scalable, secure, fault-tolerant, and cost-effective multi-cloud marketing technology architecture.
- Enabled multi-site manager on Adobe Experience Manager to unify regional websites. Supported website migration and implementation.
- Improved company-wide CRM and CDP platforms. Created partner portal that enabled users around the world to register deals, obtain first views of their customers' behavior, and process information using predictive analytics.
- Ensured digital marketing compliance following digital privacy regulations. Implemented GDPR, CCPA & LGPD before they became laws.

Deloitte Consulting; San Jose, CA; Senior Consultant – Digital Marketing, Customer Experience & MarTech (November 2014 – July 2016)

Achieved 100% client satisfaction by providing omni-channel digital content strategies, digital marketing (CMS strategy, Web/Mobile Strategy, UX, SEO, SEM, ABM, Social media marketing), technology enablement and campaign management for several industry-leading companies. Also developed new business opportunities by providing marketing and pre-sales support.

- Strategic Advisory & CX Transformation: Delivered omni-channel digital strategies for Fortune 500 clients including CarMax, Cisco, and Workday, identifying customer journey friction points to drive measurable digital interaction goals.
- Enterprise Platform Enablement: Led end-to-end CMS migrations and MarTech implementations (AEM, Drupal) for large-scale client portfolios, managing everything from information architecture to SEO strategy and change management.
- Commercial Growth & Pre-Sales: Generated new business opportunities through marketing and pre-sales support while maintaining 100% client satisfaction across complex technology enablement projects.
- Innovation & Product Leadership: Awarded for developing technology-powered healthcare solutions and played a leading role in "Deloitte Startup+," applying design thinking and lean canvas models to accelerate drug-to-market timelines.

Populus Group/Infosys Technologies, San Jose, CA; Senior Consultant (April 2012 – November 2014)

Worked with Xilinx and Apple in a multiyear engagement for various marketing, technology, and web experience projects.

- Initially enhanced Xilinx's website and provided digital marketing and demand generation strategies.
- Experienced digital production and marketing operations leader with a track record of delivering global-scale campaigns and platforms. Former publishing lead consultant for Apple Marcom's Smart Sign retail experience, managing multi-country content localization and brand-aligned execution. Known for blending creative precision with technical orchestration at enterprise scale.
- Orchestrated global MarTech deployments for Apple Marcom, managing complex API integrations and localization engines to ensure brand-aligned execution across 30+ countries.

EDUCATION

Master of Engineering Management & Leadership, Santa Clara University, Santa Clara, CA
(April 2012)

Bachelor of Technology in Information Technology, Anna University, Chennai, India
(June 2010)

AWS Certified Solution Architect (Cloud Services), Amazon.

Gen AI Certified Expert, Google

AI and Machine Learning Specialist, Coursera.