Terrence Mortell

CREATIVE DIRECTOR/COMMUNICATIONS DIRECTOR

New York and North Carolina

Terrence is an extremely creative and strategic thinker who can interact effectively at all levels of the organization, to integrate an organization's global corporate mission, business objectives, and needs of the organization into meaningful and powerful internal and external communications.

Experience

Director, Creative Services and Communications

Princeton, NJ
Jul 2014 - Present

Sandoz Inc.,

Responsible for providing creative communications for Sandoz United States business. Ensure that both internal and external digital, video, photography, on-site and print production and communications as well as regulatory and commercial operations visual assets and materials align with and support the Company's strategies and key priorities, as well as industry, legislative and regulatory requirements.

Manage content and design on Sandoz US intranet, www.us.Sandoz.com, utilizing SharePoint and Drupal. Provide UX solutions for intranet and internet portals that engage internal and external stakeholders and supports our business objectives, mission and values.

Support Marketing and Commercial Operations and marketing of product launches. Ensure creation and development of compliant, strategic communications and visual aids, consistent with label and under the guidance of FDA and regulatory affairs. Creation and development of print and/or digital advertising, product sheets and marketing tools. Provide photography and digital retouching as needed. Manage agency relationship on creative and digital support, as necessary.

Director, Creative Services and Communications

Fougera Pharmaceuticals Inc., a Sandoz Company

Melville, NY
Feb 2006 - Jul 2015

Developed Fougera's iconic yellow-themed brand identity in the advertising and marketing campaigns. Reinforced the brand promise by writing the "Make No Compromises®" tag line. which still embodies the company's brand philosophy today. Clearly resonated with their core customers as one of the most recognized generics in the industry.

Partnered with Director of Multi-source Marketing to launch new products, including first-to-market Imiquimod Cream, the most successful selling topical generic product in US history. Developed, implemented and evaluated marketing strategies.

Effectively promoted products to pharmaceutical buyers through print advertising, web and e-marketing, social media, mobile web site, direct mail, premiums and product packaging.

Worked with both outside vendors as well as in-house team to effectively manage best resources for each project.

Led Creative Services in cross-functional team during the Corporate Name Change (from Nycomed to Fougera Pharmaceuticals Inc.) revision of over 800 product labeling components and finished project 2 months ahead of deadline. Designed new identity for Corporate building signage, brochures, forms, documents, web sites, etc.

Initiated and chaired Change Control Improvement Task Force, and successfully reduced length-of-time to receive approval of Change Controls, from an average 32 days, down to just 4 days.

Directed and produced series of CEO Corporate Communication Videos including: Subject selection, content development, writing scripts, video production, editing, post-production, and distribution.

Recipient of the 2012 Graphic Design USA Magazine In-House Award for Fougera Corporate Advertising Campaign.

Provided in-house Creative Services support for combined annual 2011 cost savings of over $850,000 (vs. estimated cost of using outside vendors).

Two time winner of Corporate Role Model Award.

Demonstrated ability to motivate, train and supervise staff; provide guidance to cross-functional teams; manage projects, collaborate, influence, and facilitate goals.

A proven track record of managing an in-house creative services group, delivering the expertise of a top advertising agency, and working within a matrix organization.

Vice President/Creative Director

Harrison Leifer DiMarco

Rockville Centre, NY
Dec 1992 - Feb 2006

Responsible for supervising and directing the Creative and Production department in one of Long Island's largest ad agencies.

Conferred with clients to establish marketing objectives, obtain support information and competitive analysis.

Wrote Creative Strategies, developed budgets and timelines.

Confidently and enthusiastically presented and sold ideas -- internally, and to clients.

Managed team of 14 including: creative directors, copywriters, art directors and production staff.

Directed photo shoots, video production, print production services.

Converted a traditional print product catalog into a dynamic, internet database that feeds both the website product listing and a downloadable PDF catalog, and saving thousands of dollars on production and reprint costs.

Specialized in Pharmaceutical, Health Care, Hi-Tech Industries and retail Consumer accounts.

Pharma/Health Care Clients included Fougera, Sandoz, Eon Labs, Uniflex, Hy-Tape Surgical Tape, SafeSkin Surgical Gloves, Vytra Healthcare, Busse Hospital Disposables, Professional Dispposables, Inc., W.A. Baum, Medical Action Industries, LIJ Medical Center.

Additional Clients included: Harvey Electronics, Banfi Vinyards, Albanese Organization, Margolin, Winer & Evans.

Winner of numerous creative and marketing awards including BOLI (7), Rx Club (2), Summit (2), Manny Award, and In-Awe Award.

Education

MBA

Dowling College

Oakdale, NY
Sep 2010 - Dec 2011

Management and Leadership

BFA

SUNY Cortland

Cortland, NY

Fine Arts

Technical Skills

Technical Skills

Mac computer network management, including training, maintenance and back-up systems. Ability to evaluate systems and troubleshoot issues with knowledge of hardware, software, fonts and networking.

Content management and design for SharePoint based Intranet and Oracle UCM Internet. Managed migration of Sandoz Inc. intranet to global platform.

Expert abilities in software for Mac computer network including PhotoShop, Illustrator, Adobe Acrobat, InDesign, QuarkXpress, and Adobe Muse.

Proficient in PC Word, Excel, PowerPoint, Global Vision, HarePoint, Outlook, SAP, and Documentum.

Video Production

Creative direction, write scripts, video recording, editing using Adobe Premiere Pro, After Effects, Encore, Final Cut.

Corporate Communications

Corporate Communications Skills

Terrence has the unique demonstrated ability to balance vision and creative thinking with analytical rigor to meet the organizations goals, ensure internal communications, branding and strategic objectives are consistent, relevant, and effective across all sites and manufacturing plants.

A visionary leader, he thrives at building corporate culture and excels at change management. Terrence has a demonstrated ability to motivate, train and supervise staff; provide guidance to cross-functional teams; manage projects, collaborate with US and Global initiatives, influence a winning culture, and facilitate desired behaviors.

Develop Corporate Communications through an ability to interact with senior management, understand and interpret business requirements, and the skills to create dynamic internal and external communication solutions.

Directed the brand identity of the new Fougera Pharmaceuticals Inc. Created corporate design package, including logo design, letterhead, corporate collateral, recruitment brochures, Newsletters, benefits brochures, forms, PowerPoint templates, building signage and uniform badges.

Designed Fougera's new Corporate Website (still to be launched live). Developed page structure, content and flow. Partnered with outside agency to develop functional specifications, technical aspects, and Content Management System for administration of site.

Built broad-based business relationships across the organization.

Provided PharmaDerm division with increased capabilities for creative and production on brand promotional projects, co-op savings cards and support materials.

Provided substantial cost savings vs. outside advertising agency costs.

Branding and Marketing Management Skills

Brand Fougera's topical generics division through integrated marketing and advertising campaigns.

Direct and manage multiple print and web design projects, including ad concept development, design and production on all advertising, sell sheets and direct mail. Maintain Web Site and product catalog of 200 SKUs.

Responsible for obtaining Regulatory Affairs approvals on all advertising and marketing. Familiar with Regulatory and FDA guidelines pertaining to generic pharmaceutical product marketing and advertising. Launched Fougera's Mobile Web site and introduced QR (Quick Response) code to print advertising. Managed agency development of content and design. By integrating print and digital technology, we enabled users to immediately access product and prescribing information via smart phone.

Developed email marketing campaigns to co-market our products, and ensured these efforts still align with the Fougera brand identity.

Created e-mail blasts sent by Cardinal Health Distributors, called Cardinal Flash, as well as PDQ's Pharmacists' Flash.

Responsible for trade show booth, including: developing of booth design, graphics, show themes, and creating traffic-building pre-show promotions. Primary contact with outside advertising and public relations agencies. Develop and review RFPs. Review estimates, creative ideas, conference reports and project status reports.

Coordinate content and approval of press releases. Handle approval of creative initiatives, mailers, advertising, and web site changes. Coordinate, approve invoices and track billing from outside agencies involved in the project. Evaluate and negotiate budgets.