


# JEFFERY FORESTER

## CONTACT

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## EXPERIENCE

### Current:

**Freelance Creative Consultant Copy, New York, NY • 2022 to Present**

### Previous:

**Havas Wave (formerly Havas Oncology Village), New York, NY • 2018 to 2022**

**Title:** Senior Vice President, Creative Director, Copy

### Brand Experience:

- Hemophilia (Sanofi Genzyme)
  - Currently overseeing the global launch of two hemophilia products (awaiting FDA approval)
  - Involved in all strategic planning and development of pre-launch, unbranded and branded materials, including message development, conceptual ideation, campaign development, and ongoing tactical planning
- Lutathera (Oncology/Novartis, AAA)
  - Oversaw the relaunch of Lutathera, including new promotional campaigns and message development for HCP and DTC audiences
- Adakveo (Sickle Cell Disease/Novartis)
  - Oversaw the global launch and development of unbranded and branded campaigns for HCP and DTC audiences
  - Responsible for the creation of all promotional materials, including initial message development, conceptual ideation, campaign development, and digital/social media planning and execution
  - Partner with clients on all aspects of product launch, including brand planning, cross-functional/agency workshops, market research, audience segmentation, and internal/regulatory approval process
- Across all brands: manage all day-to-day activities; supervise different teams of writers and freelance copy staff

**Harrison & Star, New York, NY • 2016 to 2018:** Vice President, Associate Creative Director, Copy

**Brand Experience:** Biktarvy (B/F/TAF) (HIV, Gilead) and Truvada for PrEP (HIV prevention, Gilead)

- Oversaw the launch of Biktarvy and Truvada for PrEP. Responsible for creating all HCP materials, including initial message development, pre-launch initiatives, conceptual ideation and market research, campaign development, and execution of all print and digital tactics. Supervise a team of copywriters plus freelance staff

**FCB Health, New York, NY • 2015 to 2016:** Vice President, Associate Creative Director, Copy

**Brand Experience:** Opdivo (Oncology/hematology, BMS)

- Oversee the launch of Opdivo for Hodgkin lymphoma (HL) and immune-oncology/pan tumor initiatives. Supervise creative team members, writers and freelance staff. Creative lead for winning the new business pitch of talazoparib (Oncology/breast cancer, Medivation). Oversee the development of the MOA/unbranded story prior to launch

**AgencyRx (Currently DDB Health), New York, NY • 2013-2015:** Vice President, Group Copy Supervisor

**Brand Experience:** Istodax and Revlimid (Oncology, Celgene)

- Oversee the Lymphoma, PTCL, and CTCL creative teams. Supervise writers and freelance staff for US/global digital, print, and video materials. Involved in all strategic and tactical planning, including brand positioning, messaging, and post/new indication launches
- Creative lead for pro-bono work with the Metastatic Breast Cancer Alliance. Partnered with creative director to teach ongoing copywriting class for CDM agencies

**JUICE Pharma Worldwide, New York, NY • 2009-2013:** Vice President, Group Copy Supervisor

**Brand Experience:** Isentress (HIV, Merck); Victrelis (HCV, Merck); Saphris (Bipolar/Schizophrenia, Merck); Xeljanz/tofacitinib (Rheumatoid Arthritis, Pfizer); tanezumab (Osteoarthritis, Pfizer)

- Oversee the Infectious Disease copy team. Supervise writers plus freelance staff for US/global digital and print materials. Involved in the strategic planning of all brand materials and initiatives including brand positioning, personality, and messaging. Supervise the pre-launch development and branding of the science for tasocitinib/JAK pathways

**LNNS, New York, NY • 2003-2009:** Copy Supervisor, Senior Copywriter, Copywriter

**Brand Experience:** Aromasin (Oncology/breast cancer, Pfizer); Luvox CR (Launch, CNS/Jazz Pharmaceuticals); Keppra (Epilepsy-CNS/UCB); Aricept (Alzheimer's disease-CNS/Co-promote Pfizer & Eisai)

- Write all professional materials for digital, print, convention and sales training. Supervise junior copywriters and freelance staff; extensive involvement with creative conceptual development for new business projects
- Created award winning 2004 APA campaign (honorable mention MM&M awards; RX Club Award of Excellence)

## EDUCATION

**BACHELOR OF SCIENCE/ COMMUNICATIONS**

**HONORS: CUM LAUDE**

New York University, New York, New York 1995-1999