

# Expert profile - Dr. Franco Fracella

## Consultant for digital Marketing, Lead-Management and E-Commerce

### Person:



- Born 1966, resident in Overath near Cologne, Ph.D. Molecular Biology, married, 2 Kids
- Experience: more than 20 years national & international E-Marketing in leading positions
- Areas: Pharma, Biotech, Medtec, Healthcare
- International experience: DE,AT,CH,US,UK,IT,ES,SE,JP,CN,KR
- Languages: German, English
- Author of numerous publications
- Partner Healthcareshapers

### Expertise:

Consulting, conception and implementation services in the areas of:

- **E-Business- and E-Commerce Strategy**
- **E-Marketing** (E-Mail Marketing, Landing pages, Marketing Automation, Website & SEA/SEO, Web/Enterprise CMS Systems, Content Marketing, Social Media Marketing, Inbound- and Dialog Marketing, Mobile Marketing, Digital Marketing)
- **CRM, Leadmanagement and Opportunitymanagement** (CRM Data Enrichment, Big Data Management, Closed Loop Marketing, Persona-Building, Profile based and Behavior targeted Marketing)
- **E-Commerce** (Business Prozess Analysis, Optimisation and digital Transformation of sales oriented processes, Webshop and Mobile Commerce, PIM Systems)

### Experience:

- Founder and CEO of publead.net since 2016
- Professional freelance consultant in E-Marketing since 2015
- Head Global E-Marketing and Digital Transformation at Miltenyi Biotec 2007 - 2015
- Part-time freelance consultant in E-Marketing 2006 - 2015
- Founding member and advisor of the board of Coliquio GmbH (social media network of physicians DACH) since 2006
- Head of E-Marketing and E-Commerce at Novartis Pharma 2001 - 2007
- Manager E-Business at Novartis Pharma 1997 - 2001
- Trainee and Product Manager at Ciba-Geigy (Pharma) 1995 - 1997
- Molecular Biology and Oncology research at University Bremen 1992 - 1995

### References:

- Publead.net – Big Data analysis and development of the lead finder application and launch as SaaS
- Ichthyol Gesellschaft – Product Website Re-launch, Concept, Content, SEO/SEA, Implementation, E-Mail Marketing
- Hameln Pharma – Website Strategy, Concept, Content, SEO/SEA
- Miltenyi Biotec GmbH - Strategy and implementation of E-Mail Marketing, lead generation and SAP CRM integration, planning and implementation of the re-launch of the company website, E-Commerce implementation and SAP integration
- Novartis Pharma GmbH - design and implementation of the complete infrastructure for Salesforce supporting direct marketing (E-Marketing, Closed Loop, Siebel CRM, pharmaMall)
- coliquio GmbH - Strategic Consulting, Business Development, E-Mail Marketing planning and implementation for physician acquisition
- Linde AG (Gas Therapeutics) - E-marketing concept "e-Channels" for Entonox / Livopan (Global Brand sites, HCP Directory, Web Catalog, online ordering - Roll out for FR, UK and SE)
- Klinik Königstein KVB - overall design and implementation of the hospital site