

HIGH-IMPACT MARKETING EXECUTIVE

Expert in Portfolio Transformation, Go-To-Market Success, and Digital Commercial Excellence



Transformational executive with extensive success driving sustainable growth, portfolio reinvention, and customer-centric innovation across global life sciences and drug development services landscape. 20+ years of experience spanning general management, global marketing, digital transformation, and post-acquisition integration, with full P&L accountability in multibillion-dollar organizations. Expert in building high-performing teams, rationalizing complex product portfolios, and aligning go-to-market models with strategic business goals.

- **Scaled e-Commerce revenue from \$400M to \$1.2B** by improving the customer experience consolidating brands, replatforming digital infrastructure, and driving 30–40% YoY growth—now top e-Commerce revenue-generating division on ThermoFisher.com.
- **Integrated and rationalized 150K SKUs down to 80K** across multiple legacy brands and websites, improving customer experience and revitalizing stagnant division to double-digit growth and margin expansion within 2 years.
- **Turned around a declining \$100M instrumentation business**, launching 5 new product platforms and achieving >10% YoY growth—2.5X above market—through portfolio reinvention and go to market redesign.

- AREAS OF EXPERTISE -

Global GTM Strategy	Digital & e-Commerce Commercialization	Organizational Design & Talent Development
Portfolio & Brand Transformation	Sales Enablement & Demand Generation	Integrated Marketing & Customer Experience
Business Strategy and P&L Leadership	M&A Integration & Change Management	Data-Driven Marketing & Commercial Analytics

PROFESSIONAL EXPERIENCE

Thermo Fisher Scientific | 2010–Present

Global leader in serving science, \$40B+ revenue

Vice President of Commercial Strategy and Product / Market Development (Marketing) – Pharma Services Group • 2022–Present

Snapshot: Rebuilt and stabilized team following high attrition and turnover, while redefining GTM strategy and marketing operations. Transformed marketing into strategic growth engine—modernizing org design, commercial execution, and client engagement in complex, long-cycle services business.

Leading global marketing and commercial strategy for multibillion-dollar B2B services business supporting top pharma and biotech clients across contract development and manufacturing (CDMO) \$7B+ business. Overseeing 70+ global team across product and segment marketing, market development, digital, brand, and sales enablement.

- Designed and delivered 2023 global GTM strategy, resulting in double-digit growth (+12%) on multibillion-dollar revenue base—surpassing industry market growth.
- Reversed 40% attrition rate, rebuilding trust and team performance through vision alignment, organizational clarity, and talent acquisition—bringing attrition below 2%. Hired 20+ critical roles in 6 months to stabilize operations and reenergize fragmented marketing function.
- Secured executive funding through compelling business case for organizational investment and commercial transformation.
- Embedded sales enablement and digital marketing capabilities (data science and targeted digital platforms), increasing pipeline funnel size and velocity and customer engagement.

Vice President of Strategy, Marketing, & Customer Experience – Life Sciences Solutions & Laboratory Products Group • 2018–2022

Snapshot: Recruited to drive transformation across legacy portfolio and customer experience (CX) strategy within complex global division. Led division through critical phase of modernization—blending strategic vision with disciplined execution to close portfolio, eBusiness, and customer experience gaps while unlocking sustainable growth.

Directed global GTM, CX, and e-Business strategy for Laboratory Chemicals business spanning hundreds of thousands of SKUs and multiple legacy brands & eCommerce platforms. Responsible for unified business strategy across geographies and customer channels.

- Rationalized portfolio – from 150K SKUs down to 80K – with minimal revenue impact and significant margin expansion
- Unified fragmented e-Business platforms and integrated past acquisitions into coherent, growth-ready business.
- Positioned organization for long-term success by bridging capability gaps in customer data, marketing operations, and customer experience.

Vice President of Global Marketing – Life Sciences Solutions Group • 2015–2018

Snapshot: Appointed to lead global marketing for newly formed Biosciences Division following Thermo Fisher's acquisition of Life Technologies. Blended Thermo Fisher's operational rigor with Life Technologies' marketing innovation—transforming marketing into a true growth engine, strengthening brand equity, and driving global revenue expansion post-M&A.

Directed marketing strategy and execution for \$2.5B portfolio, including some of life sciences industry's most iconic brands—Gibco, Invitrogen, Applied Biosystems, and Thermo Scientific—across research and clinical verticals. Led 350-person global marketing organization, spanning brand, segment, digital, channel, and customer loyalty marketing, and product and market development.

- Built scalable, digital-first marketing org model, replicated across other divisions for its effectiveness in talent development and revenue impact. Developed Centers of Excellence for market development, digital, analytics, content, channel, and marketing technology innovation.
- Consolidated and revitalized several billion-dollar brands with customer-first positioning and execution.
- Delivered \$12M brand transition initiative on reduced \$6M budget, hitting targets and maintaining brand equity. Overcame significant internal resistance using customer data to align stakeholders and preserve brand loyalty during integration.

Sr. Business Director , Molecular Biology Business – Life Sciences Solutions Group • 2012–2015

Snapshot: Transformed fragmented portfolio of legacy acquisitions into integrated, growth-oriented business aligned to evolving needs of molecular biology research segment. Strengthened Thermo Fisher's leadership position through portfolio innovation, customer-centric digital infrastructure, and cohesive global marketing.

Held full global P&L for multi-hundred-million-dollar business. Led strategy, NPI, and CX. Led team of ~100 across 5 international locations (U.S., Canada, Lithuania, Germany, U.K.) and matrixed teams across Asia, spanning product management, marketing, customer service, and technical support.

- Drove new brand identity development for Thermo Scientific Molecular Biology offering, aligning with customer expectations while modernizing portfolio positioning. Successfully integrated 5 acquired businesses (Abgene, Fermentas, Finnzymes, Dharmacon, Open Biosystems) into a cohesive global business—aligning strategy, systems, culture, and customer experience.
- Rationalized and rebuilt digital presence by launching new website, retiring 5 legacy sites, and embedding modern capabilities (e-commerce, online chat, bioinformatics); all KPIs exceeded plan.
- Spent extensive time in international markets (e.g., Lithuania) to embed trust, foster collaboration, and unify culturally distinct teams into one high-performing organization.

Sr. Business Director / GM, Molecular Spectroscopy Business – Analytical Instruments Group • 2010–2012

Snapshot: Recruited through executive referral to revitalize legacy instrumentation business and integrate newly acquired innovative spectroscopy platform serving global life sciences, pharma, education, and industrial markets. Transformed neglected and commoditized business into competitive growth engine through strategic investment in people, and product and go-to-market innovation.

Owned global P&L for \$100M+ business and led the strategic portfolio transformation. Managed 24-member cross-functional team across multiple global sites including China and India (local development and manufacturing for international distribution).

- Launched 5 new platforms across hardware, software, and applications—delivered 120% to plan.
- Eliminated EU channel conflicts, reversing \$10M in lost sales; restructured marketing org for executional agility.

EARLY CAREER

Promega Corporation | General Manager, Life Science Research (Genomics and Proteomics Technologies)

GE Healthcare | Director, Global Marketing & Product Management – Biosciences Division

GE Healthcare | Senior Product Manager – Molecular Diagnostics Division

GE Healthcare (formerly Amersham Biosciences) | Senior Product Manager, Genomics (Applications, R&D & Bioinformatics)

University of Houston | Research Assistant Professor – Department of Biology & Biochemistry

EXECUTIVE PROFILE

Education & Training

MBA, Marketing/General Management | University of Florida

PhD, Biochemical & Biophysical Sciences / Genomics | University of Florida

Master's Degree (MS), Biological Sciences | University of Athens

**Completed many employer-sponsored marketing, sales, and leadership trainings throughout career*

Patents & Publications

Extensive publication record, including 3 patents, 20+ peer-reviewed publications, and many abstracts and invited conference/workshop presentations.

Languages

Fluent in English & Greek