

Somerville, NJ

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MATTHEW S. HARABIN

PROFESSIONAL SUMMARY

Product and AI executive with 15+ years building and scaling digital products in pharmaceutical and healthcare organizations. Track record of standing up AI Centers of Excellence, deploying production-ready tools with measurable adoption, and governing enterprise platforms across complex regulated environments. Proven ability to translate business needs into product strategy and lead cross-functional teams from concept through delivery.

SKILLS

Product Management | Generative AI & Automation | Veeva CRM/CLM | Adobe Products (CC, AEM, Sign) | Data Visualization & Reporting (Power BI, Domo, Google Analytics) | Agile/PDLC (Workfront, JIRA) | Vendor Management | Data Privacy & Compliance (OneTrust) | WCAG/ADA | Omnichannel Strategy | Market Access

EXPERIENCE

McCann Health Managed Markets (IPG Health) – 2011 to 2025

Director, Product Development | JUL 2025 - DEC 2025

- Architected 20+ AI-powered applications that reduced administrative burden by ~25-50%, accelerating the content transition from agency-creative to MLR-submission readiness
- Achieved 75% user adoption on flagship applications through strategic onboarding, training, and stakeholder engagement
- Owned end-to-end product strategy, vendor partnerships, and agile delivery for AI tools supporting content creation and data transformation
- Collaborated cross-functionally with leadership, IT, compliance, marketing and regulatory to ensure technical and functional feasibility and MLR readiness for scalable AI solutions

Director, Marketing Technology | JAN 2024 - JUL 2025

- Led enterprise MarTech platforms and data workflows supporting promotional material lifecycle and omnichannel execution for all agency clients
- Established governance and SOPs for Veeva CRM/CLM, Adobe Experience Manager, Domo, and Power BI, ensuring compliance with Legal and client data standards
- Appointed Agency Privacy Champion; administered quarterly compliance audits and advised on data privacy risks (PRC/MLR/Federal)
- Improved operational efficiency by 10% for 100+ users by standardizing platform workflows and onboarding processes across creative, strategy, medical, and account roles
- Managed vendor support teams to optimize platform configurations for specific pharmaceutical marketing use cases

Director, Digital Marketing & System Solutions | MAY 2020 - JAN 2024

- Managed digital ecosystems and structured content workflows across the agency portfolio
- Spearheaded migration of all on-premise file systems to Egnyte cloud storage, authoring standardized, regulatory-compliant data handling SOPs
- Engineered executive-level Power BI dashboards to improve reporting clarity for senior leadership on agency operations, client programs and resource management
- Directed vendor selection and contract negotiations for third-party development partners, ensuring quality and budget compliance across digital production achieving ~10-20% cost savings

Director, Digital Marketing & Project Management | NOV 2017 - MAY 2020

- Led digital strategy and operational delivery for Market Access and patient support programs from concept to final delivery
- Managed and mentored a team of 5 direct reports across project execution and professional development
- Established delivery standards and SOPs that reduced operational risk and improved cross-team consistency

Digital Account Leadership (Manager → Director) | 2011 - 2017

- Drove strategy at the intersection of client goals and technical execution across omnichannel pharma programs
- Orchestrated cross-functional teams to deliver complex programs within strict pharmaceutical compliance frameworks, building expertise in UX, regulatory compliance, and enterprise-scale digital delivery

Torre Lazur Managed Markets / ERA — 2007 to 2011

Early career progression from Coordinator to Account Executive. Managed project lifecycles and cross-functional workflows for healthcare marketing and corporate communications programs.

EDUCATION & CERTIFICATIONS

Kean University — Bachelor of Arts, English (Writing Concentration)

Veeva Global Content Partner Business Certification: CLM | Approved Email (2025)

INDUSTRY RECOGNITION

- MedAdNews Managed Markets Agency of the Year — 2025
- MM+M Gold Award, Best Use of Market Access Marketing — 2025
- MedAdNews Best Managed Markets Campaign — 2023, 2021, 2020, 2019, 2018
- MM+M Best Use of Market Access — 2020