

Claudia Ciciliano is the Senior Director of Digital Strategy & Planning at Bayer Pharmaceuticals responsible for driving impact & innovation across both consumer and HCP marketing plans for the Women's Healthcare business. Claudia has over 15 years of experience in marketing across CPG, OTC & entertainment including NBC Universal where she led digital marketing across the CNBC ecosystem driving audience growth for CNBC.com, entertainment franchises like The Profit and digital products including subscription, affiliate & apps. Prior to NBCU Claudia led the digital transformation at Nestle Infant Nutrition, launching the first 1:1 personal baby expert in the category, instituting sweeping changes across media & analytics and rebuilding the marketing technology infrastructure to enable personalization at scale. Claudia built her career as a classically trained brand marketer on brands across CPG and consumer health but quickly developed a deep passion and curiosity for digital strategy and began focusing on building unique consumer experiences and driving organizational transformation. Claudia holds an MBA in Marketing and a BA in communications, both from Seton Hall University.