

With more than 10 years of experience executing digital marketing campaigns for businesses inside and outside the pharmaceutical space, Gaetan has created a track record of using digital strategy, content marketing and analytics to drive business results leading and building high performance teams that execute omni-channel campaigns using programmatic advertising, social media marketing (paid and organic), SEO/SEM campaigns, OLA and display advertising, native ad placement and sponsored content campaigns spanning both endemic and non-endemic publishers/destinations. Currently serving as the Director of paid media and social media strategy at Bristol-Myers Squibb, Gaetan oversees paid media strategy for Corporate Affairs for all business units, including brand teams (disease areas), Corporate Communication, R&D, Thought Leadership and Media, Employee Communications; develops ideation that drives value for the business, liaison between both creative and paid media agencies, and partners with analytics partners to articulate ROI for key stakeholders and leaders. Having both in-house and agency experience, Gaetan is a self-starter with an entrepreneurial mindset, and enjoys the challenge of building innovative and disruptive digital capabilities within organization to drive qualitative impact.