

Hanna McCarthy, MBA

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SUMMARY

Senior executive with career success in driving the brand strategy, vision, and marketing for start-up, growth-stage, and established companies. Hands-on, relationship-driven, and results-oriented professional who coaches and empowers her team and those around her. Recognized for expertise in leading the product management life cycle, branding, design thinking strategy, and executing go-to-market strategy to drive revenue.

EXPERIENCE

08/2022 –
present

EDWARD JONES

Senior Marketing & Design Strategy Manager

Develop strategy for new products, marketing campaigns, and financial experiences and lead teams from design thinking conception to implementation. My work has been both internal and externally focused to bring about growth. My aim is to ensure each initiative and decision within the firm remains human-centered in every touch-point, campaign, and program.

- Led successful internal DEI initiative and research program in partnership with ReD Associates Consulting Agency with the goal of improving representation of POC and Women within our company.
- Launched successful internal Leadership & Development process improvement campaign for all Financial Advisors and Branch Teaming
- Work across multiple stakeholders to align goals, resources, investments and strategies to drive customer traffic and conversion. This includes: regional GMs, Product and Technology partners, Compliance, and Brand & Communications
- Facilitate Design Thinking workshops to help various stakeholders of the firm gain new tools to help push Edward Jones to be a more experience-led firm
- Work with the internal design and online and developments teams to produce content and materials which help drive our brand presence
- Develop annual design marketing budgets; manage \$4 million national advertising budget
- Work closely with offline and direct marketing teams to ensure integration of digital marketing strategy and tactics with other marketing efforts

05/2021 –
07/2022

JOHNSON & JOHNSON

New York, NY

Senior Design Manager / Marketing Manager

I spent 2 years taking on extended work within the J&J Innovation Design Team to influence brand strategy and assist in building an entrepreneurial ecosystem within J&J. My time with the Design Group has been focused on Janssen CarePath & Janssen Compass patient care program, brand integration, and bringing a creative understanding to the patient end-to-end journey. Managed a \$3M marketing budget and led an internal marketing team of 7 as well as a dozen outside agencies with more than 20 support personnel.

- Launched successful global holistic patient care program that integrated 2 brands, ERLEADA and DARZALEX
- Managed a team of diverse stakeholders in the design process to inform strategy and solutions by developing experience maps, user journeys, voice of customer, point of views in order to develop user-centered strategy
- Transformed and created unifying vision for brand integration for Janssen's CarePath & Janssen Compass Patient Program using human-centered design / user-experience design methodologies

01/2021 –
07/2022

JOHNSON & JOHNSON

West Chester, PA

Commercial Strategy Manager

Senior Manager for Commercial Strategy & Execution for US DePuy Synthes, I played a critical role in building the US DePuy Synthes customer experience program through digital solutions focused on both internal stakeholders and external customers. Leveraging Human Centered Design tools to inform the development of the vision and roadmap for all the US DPS customer experience digital portfolio.

- Project manager for DePuy Synthes Insights Team in a highly matrixed organization, to drive execution in establishing roadmap and vision for information delivery and management using Salesforce
- Set strategic initiatives for all of DePuy Synthes Lighthouse RoadMap to ensure successful execution against agreed-on plans and objectives
- Created & implemented overall Change Management strategy cross-functionally across Commercial, GSM, Europe for implementation of Lighthouse, DePuy Synthes' CRM and execution across all channels while creating ways to share and use data across various functional groups
- Leveraged Human Centered Design tools for developing the vision around design and management of data as it pertains to the business strategy, establish processes for governing the identification, as well as collection and use of corporate metadata
- Deliver key analytics and insight by leveraging best in class business intelligence, reporting resources and technology to build effective CRM solution for all DePuy Synthes Field Operations.

06/2019 –
01/2021

JOHNSON & JOHNSON

Marketing Leadership Development Program

Rotation 1: Portfolio Manager: Responsible for management of the Foot and Ankle (F&A) portfolio on a national level. I worked closely with our field staff organization to improve relationships with key surgeons, developed and executed plans for significant strategic targets while managing the marketing budget, manage ongoing spend, and monitoring communication and brand improvement.

- Developed key metrics and performance indicators to measure overall financial performance and provide foundation for continuous improvement within the F&A space
- Intentionally externally focused by aligning various stakeholder perspectives into the organization
- Become an expert on surgeons needs with the F&A space, their attitudes, and behaviors and how those needs influence marketing deliverables

Rotation 2: Frontend Innovation Manager: Focused on the go-to-market strategy for trauma medical devices within the shaft nailing portfolio to ensure on-time launch for 3 new products in the trauma medical device space, included all branding, naming, and messaging processes.

- Managed cross-functional team to ensure accountability, on time R&D feedback, and on time clinical approval processes for new trauma devices.
- Set to increase overall market share by 5% within the Nails & Plates space among top 4 competitors
- Created an internal data analysis tool which enables enterprise transformation.
- Worked with Field Sales Trauma Team to develop this tool to use data-driven procedural analysis to determine TAM, to learn valuable product usage, and to show cost benefit analysis during customer visits.
- Led launch of this internal data analysis tool within the Trauma Medical Device space, converting 20 hospitals from 50% to 80% market share within the first 2 months of launch.

11/2014 –
05/2019

BARRE.[D] STUDIO

Charlottesville, VA

Business Owner & Founder

Established a boutique fitness studio in 3 locations, with a staff of 36 managers and associates and \$450K in annual revenue. Led initiatives to define market needs and develop initiatives to generate leads and retain business.

- Developed a franchise system to organize and streamline the studio process and sold the business January 2019.
- Developed 70+ instructors over a 4-year period to lead high reward, low-impact injury prevention classes and programming.
- Received The 2018 Top Women in Business Award from ICVILLE for building brand awareness of barre.[d] studio as a community driven inclusive business through the effective use of strategy with both social media and event planning.
- Developed Operations and Leadership Training Program for studio owners to establish brand culture, consistency, and leadership within the studios.
- Awarded "2015's Best Small Business" in Charlottesville for initiating a small business and leadership program for women.
- Retained 98% of business in 3 separate territories by analyzing fitness user experience and implementing innovative strategic marketing and website design to better address consumer needs.

EDUCATION
2006 – 2009

GEORGE MASON UNIVERSITY

Bachelor's

Biology

Deans List 2006

2017 – 2019

DARDEN SCHOOL OF BUSINESS, UVA

MBA

Business Administration

C. Steward Shephard Awardee
Net Impact Fellow

2020 – 2020

CORNELL UNIVERSITY

Certificate in Digital Human Centered Design

Design Project: SAFE-Strap