



## **VP/SENIOR DIRECTOR of INFORMATION TECHNOLOGY and DIGITAL MARKETING**

The VP/Senior Director of Information Technology (IT) and Digital Marketing (DM) will provide visionary and strategic leadership to ensure Sesen Bio has an IT and DM industry presence. The VP/Senior Director of IT and DM is the lead authority for information technology-related security and risk management; federal, state, and system compliance; professional standards of practice; policies and procedures; and administration of budgets, facilities, and resources.

The VP/Senior Director of IT and DM will be a proven technology leader and will possess broad-based, progressive IT leadership experience. The ideal candidate will bring sophisticated management skills in IT planning, organizational design, and governance as well as an in-depth understanding of current technology trends, methodologies, and tools. The ideal candidate will bring substantive experience gained from within a healthcare provider environment.

Within the digital strategy component of the role, the scope of oversight includes web strategy and development for Sesen Bio's public-facing websites and intranets, as well as our presence on third-party websites, digital engagement, mobile and interactive platform development. The role will lead generation of search engine and social media marketing, design and management of consumer-facing tools including marketing call centers. Within the marketing intelligence component, the scope of oversight includes marketing research, data warehouse development, and Customer Relationship Management (CRM).

The successful candidate must be immediately recognizable as a leader, possess outstanding communication and interpersonal skills, and gain immediate credibility with the senior management team. One should bring implementation, and optimization experience. Furthermore, one must be able to create an efficient, disciplined environment that is highly responsive and completely aligned to the needs of the business. The position title and level will be determined by candidate experience and accomplishments.



## Responsibilities

- Build and drive the implementation of strategic and operational information security architecture for Sesen Bio: Develop and ensure Sesen Bio information security architecture standards, guidelines, policies, and procedures for infrastructure, data interchange, and common applications are used in conjunction with the overall enterprise architecture strategy and target IT architecture
- Manage and maintain cybersecurity tools utilized throughout the enterprise
- Manage security firewall rules and the security certificate management process
- Research and recommend technology and business process solutions to transform the business and give the company competitive advantage in alignment with strategic direction
- Develop the CRM platform and integrate with third-party data to enhance Sesen Bio customers' engagement and customers' experience and implement marketing automation to enable long-term engagement with personalized content
- Collaborate with peers and business stakeholders on both strategic and tactical solutions in support of business needs and direction
- Working closely with the VP Marketing and other key stakeholders, develop the digital marketing strategy to achieve Sesen Bio goals and objectives and achieve measurable results
- Direct major website development projects from strategic conception through development, execution and assessment of results: build, maintain and advance all underlying public websites, as well as Sesen Bio intranets, with a focus on high quality design, navigability and optimization to enable delivery of an exceptional user experience
- Develop interactive strategy; build and implement related platforms including apps, mobile and consumer-facing tools to facilitate ease of use
- Lead search engine marketing and social media marketing strategies and tactics to generate interest and volume for Sesen Bio and the patients we serve
- Identify new technology and digital communications channels: determine applicability to our business and marketing strategies, develop, implement, and measure effectiveness and refine
- Lead the development of digital initiatives designed to interact with patients and caregivers
- Collaborate with colleagues across Sesen Bio to facilitate online presence and message



- Develop and manage system-wide budget that includes appropriate funding for all relevant plan components. Monitors and evaluates spending on an ongoing basis, with a goal of maximizing cost-effectiveness of operations
- Select and manage expert external resources/agencies to provide consultation and assistance; develop and maintain strategic relationships with key partners and technology vendors

### **Qualifications**

- Bachelor's degree required. MBA highly preferred.
- 10+ years of Information Technology experience in software development with 5+ years management experience
- Strong engineering & architecture skills, especially as they relate to security with a minimum 5+ years of IT security related experience
- Minimum of 5 years managing digital transformation and web optimization initiatives
- Robust experience in the “business of information technology” (e.g., business analysis and design, operations, fiscal efficiency, organizational development, change management, transformational leadership)
- Knowledge of key and emerging issues and trends, challenges and opportunities, current standards, and effective practices in information technology (e.g., cybersecurity, risk management, vendor management, telephony modernization, disaster recovery planning, data governance, and balancing client and operational demands, etc.)
- Digital marketing expertise and proven examples of campaigns and successes
- Demonstrated awareness of the role of information technology services in the biotech industry
- Familiarity with key digital marketing disciplines such as email marketing, SEO, SEM, A/B testing, content management systems (CMS), localization, and paid social media
- Proficiency with Adobe and Google Analytics (and other web analytics tools)
- Strong analytical and problem-solving skills, including the ability to think creatively, innovate, and improvise, as needed
- Strong collaboration and team building skills and proven track record of success managing IT personnel and projects
- The position will be based in Philadelphia, PA



## **About Sesen**

We are passionate in our commitment to save and improve the lives of patients. Sesen is a late-stage company developing fusion protein medicines. In December 2019, the company initiated the BLA submission for Vicineum to the FDA under rolling review. We are looking for people who share our passion for innovation and saving and improving lives. Are you one of them?

Sesen Bio is proud to be an Equal Opportunity Employer. Our goal is to have a diverse workforce. We do not discriminate on the basis of race, age, color, religion, national origin, gender, sexual orientation, gender identity or expression, veteran status or disability or any other status protected under federal, state or local law. All employment is decided on the basis of qualifications, merit and business need.

**For the safety of our employees and communities in response to COVID-19, Sesen has implemented a temporary work from home policy. All interviews are conducted virtually at this time.**