

# LEON ROSEN, MBA

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## DIRECTOR | OMNICHANNEL ANALYTICS & MEASUREMENT STRATEGY

Healthcare marketing analytics leader with **15+ years guiding marketing strategy, customer insights, and data-driven decision making**. Expertise in omnichannel analytics, customer engagement across marketing ecosystems, and **application of LLM and AI tools to generate actionable insights and improve business profitability**.

Core capabilities:

- Omnichannel Marketing Analytics
- Marketing Analytics, Attribution, Insights & ROI Analysis
- Campaign Management & Test/Learn Planning
- Omnichannel Channel Strategy & Optimization
- Analytics Storytelling & Executive Communication
- BI Reporting, Performance Scorecards & Executive Dashboards
- Cross-Functional Leadership & Stakeholder Alignment
- Advanced Analytics & Experimentation
- Strategic KPI & Measurement Framework Design

## PROFESSIONAL EXPERIENCE

### EPSILON, PUBLICIS GROUPE

#### Director, Marketing Analytics (03/23 – 03/26)

Led marketing analytics and insights strategy across enterprise pharmaceutical programs spanning multiple brands and omnichannel campaigns. Translated multi-source marketing and healthcare data into insights that guide brand strategy and marketing investment.

- Developed multi-channel marketing mix measurement frameworks spanning paid, owned, and earned media; delivered strategic consulting to senior brand and agency partners, driving optimization recommendations and ROI-driven investment allocation across media portfolios
- Implemented secure LLM-assisted insight generation workflows to refine analytics narratives and accelerate reporting, **reducing monthly analyst effort by ~50%** and improving insight delivery speed to brand teams
- Partnered with media agencies and brand leadership to evaluate channel performance and optimize omnichannel marketing initiatives
- Developed enterprise KPI frameworks connecting marketing performance to business outcomes and ROI
- Led analytics integrating media, CRM, and engagement data to identify drivers of performance
- Translated analytics into actionable insights informing engagement, targeting, and business decisions
- Partnered with modeling teams on MMM + mROI analyses, ensuring accurate inputs and actionable outputs
- Led and mentored analytics teams while collaborating across marketing, media, and data organizations
- **Designed AI-assisted QA validation** workflows to automate manual reporting checks, **reducing recurring QA effort by ~16 hours per month** while improving reporting accuracy
- Partnered with tagging and data enablement teams to ensure measurement infrastructure supported campaign analytics and test/learn objectives

#### Senior Manager, Marketing Analytics (03/22 – 03/23)

- Directed analytics strategy supporting multi-channel pharmaceutical marketing campaigns across digital media, CRM, and HCP engagement programs
- Developed measurement and attribution frameworks aligning marketing activity with brand objectives
- Delivered executive-level insight presentations translating data into actionable strategy recommendations

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## Manager, Strategic Consulting - Healthcare (09/17 – 03/22)

- Led analytics consulting engagements supporting pharmaceutical brand teams with campaign insight, audience targeting, and marketing performance evaluation
- Developed analytical frameworks integrating first-party data, digital engagement signals, and vendor datasets to uncover drivers of marketing performance
- Partnered with cross-functional teams to implement test-and-learn measurement approaches supporting campaign optimization

## DIGITAS HEALTH, PUBLICIS GROUPE

### Manager, Strategy and Analytics (03/10 – 09/17)

Led analytics and insight development supporting healthcare marketing programs across digital, CRM, and integrated media channels.

- Developed strategic analytics frameworks translating performance data into actionable brand insights
- Delivered insight storytelling and executive presentations supporting marketing strategy
- Partnered with strategy and creative teams to ensure audience insights informed campaign design
- Led test-and-learn analytics initiatives identifying drivers of engagement and marketing effectiveness
- Recognized internally as the **"Digital Bloodhound"** for uncovering hidden data insights and solving complex analytics challenges
- Therapy fields included: Multiple Sclerosis, Vaccines (FLU, Peds), Pulmonary

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## EDUCATION

- **MBA Strategic Management:** Temple University
- **BA Economics:** University of Maryland

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## ANALYTICS & BI TOOLS

- **Analytics Tools:** Google Analytics (GA4), Adobe Analytics, Google Tag Manager, Tableau, Datorama
- **AI-assisted analytics tools:** LLM workflows, Copilot, ChatGPT, NotebookLM, Claude
- **Data Platforms:** Databricks, Snowflake, ETL pipelines, CDPs, SQL, SFTP, Crossix, Symphony Health
- **Data Visualization / BI Platforms:** Advanced Excel, Tableau, Looker, Power BI, MicroStrategy (exposure)
- **Media Measurement / Ad Tech:** iSpot, Comscore, DoubleClick; cross-channel media measurement
- **Statistical Software:** R, RStudio, Python (pandas, numpy, statsmodels), SAS
- **Data:** Claims, Sampling, PLD, NPP, IRI, IPSOS, EMR/EHR

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## MEASUREMENT & STRATEGY METHODS:

- Marketing Impact Analysis
- Closed-Loop Measurement
- Incrementality & A/B & Test/Control Design
- Campaign Performance Analytics
- Audience Segmentation, Personalization & Targeting Analytics