

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 communications strategy, content marketing and analytics to drive business results and value by using various forms of programmatic marketing initiatives from 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 Associate Director of paid media strategy at Bristol-Myers Squibb, Gaetan oversees paid media strategy for Corporate Affairs through all therapy areas, 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, who truly understands the importance of staying on the pulse of the constant evolution marketing trends, platforms and analytics in order to stay sharp and innovative.