

Stephen Archibald B.Sc. (Hons.), Ph.D., MCIM, Chartered Marketer

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Personal Profile

PhD (genetics) and CIM qualified *Chartered Marketer* with 13 years of international marketing and communications experience in life sciences, biotechnology, and molecular diagnostics. Extensive expertise in corporate communications and tactical marketing. Highly effective communicator with acknowledged ability to influence and lead others to achieve company goals. Proven track record of successful ownership, prioritisation and timely delivery of complex projects.

Employment History

Director, Base4 Marketing Ltd **01/2015–Present**

Base4 Marketing is a specialist scientific marketing agency that delivers the highest quality, bespoke marketing support. By combining in-depth scientific and marketing expertise, we understand your business and how to create engaging marketing activities. We offer fully integrated services, including strategy, content (technical and marketing writing), lead generation, digital, PR, and events. From project-based work through to fixed-term consultancy, Base4 Marketing delivers exceptional work, on time and on budget.

Find out more at www.base4marketing.com.

Director of Communications, OGT, Oxford, UK **01/2013–12/2015**

OGT is a pioneer of the British genomics industry; it was spun out of the University of Oxford to exploit the fundamental DNA microarray IP of its owner, Professor Sir Ed Southern, inventor of the “Southern blot” and the DNA microarray.

- Responsible for all corporate and tactical marketing activities, covering acquisitions; genomics products and services; biomarker portfolio.
- Leadership of all public relations activities — working closely with CEO, senior executive team and PR agencies to define, prioritise and deliver the corporate communications strategy.
- Management of digital marketing, telemarketing, writing and design agencies — driving coordinated and consistent marketing communications.
- Line management of international marketing communications team, whose key activities include conference organisation, collateral fulfilment and CRM administration. Matrix management of Product Managers ensuring timely delivery of effective, customer-centric communications plans and activities.
- Ownership of substantial marketing budget, ensuring measurable ROI.
- Identification and protection of key trademarks with Patent Portfolio Manager.

Major achievements

- Led all marketing activity for successful acquisition of Cambridge-based Cytocell Ltd (March 2014) — a leading cancer diagnostics company — including PR (press releases, FAQs, media interviews), customer awareness activities, and internal communications.
- Delivered customer-centric tactical marketing plans that generated a 10-fold increase in sales enquiries, contributing to 39% CAGR (FY2010–2013).
- Delivered coordinated PR strategy with over 20 Press Releases (FY2013/14); corporate articles; print, TV and radio interviews.

Marketing Communications Manager, OGT, Oxford UK**12/2009–01/2013**

- Identification of appropriate tactical marketing activities for a broad range of market segments and product lifecycle stages.
- Coaching marketing team in development of unique value propositions and effective communication strategies.
- Development, implementation, and control of product and corporate branding.
- Ensuring marketing communications adhere to defined corporate image guidelines and relevant regulatory legislation.

Major achievements

- Led interdepartmental team to deliver new website: increasing visits five-fold.
- Launched next generation sequencing service, achieving 20% of total commercial revenue within two years of launch.
- Increased size of CRM database three-fold, allowing more cost-effective email marketing and lead generation activities.
- Instigated the use of white papers (~1000 downloads per whitepaper) and webinars (~600 attendees per webinar) to drive significant lead generation.

Global E-Marketing Manager, QIAGEN, Crawley, UK**01/2008–12/2009**

With revenues in excess of \$1b and over 3000 employees, QIAGEN is a world leader in the delivery of improved solutions for molecular genetic analysis.

- Responsible for global e-marketing strategy including e-mail, Web site, PPC ads, banner ads, third party portals — reporting to VP Corporate Strategy.
- Leadership of monthly e-newsletter and website update. Increased e-newsletter circulation by 80k whilst managing >100 customer-specific versions.
- Managed interdisciplinary team in the selection and implementation of class-leading email management system to deliver superior customer segmentation, life cycle management and analytics
- Leadership of online customer profiling project, integrating web and e-mail analytics with CRM client. Identify customer trends, nurturing and generating sales-ready leads.
- Effective collaboration with all product and marketing managers (representing Academia, Pharma, Vet, Forensics and Diagnostics) promoting most effective online strategy to meet business objectives.
- Identifying and delivering e-marketing training requirements for Product Management and Marketing Teams across Europe, Americas, China and Japan.
- Development of detailed corporate e-marketing guidelines, promoting best practice and ensuring adherence.

Senior Marketing Writer, QIAGEN, Crawley, UK**01/2005–12/2007**

- Plan, target, and create all marketing and technical literature for core products (annual revenue of >\$100M worldwide) within defined timescales.
- Successful management, budgeting, and implementation of freelance science writing, ensuring delivery of all literature for 18 product launches in <3 months following acquisition of Eppendorf 5prime, a manufacturer of laboratory reagents.
- Effective teamwork with Product Managers and R&D to develop targeted, customer-centric marketing messages and tools.

Technical and Marketing Writer, QIAGEN, Hilden, Germany **09/2003–12/2004**

- Lead international Markcom team, including graphic designers and production staff, to produce clear and precise marketing material.
- Responsible for the generation of visual and written creative for all marketing material including print advertisements.
- Undertook German language course to further enhance integration, communication, and teamwork with colleagues.

Postdoctoral Researcher, Institute for Animal Health, UK **10/2002–08/2003**

- Continuation of research generated during Ph.D. Supervised, trained and designed projects for research assistants and Ph.D. students.
- Expertise in a wide array of research techniques, including Southern blotting, DNA mapping, sequencing, cloning, PCR, microsatellite analysis and automated platforms.

Education

Chartered Marketer	Chartered Inst. Marketing	2009
CIM Professional Diploma in Marketing Marketing Research, Planning, Management, Communications	Brooklands College	2006–2007
Ph.D. (Genetics & Immunology) Thesis title: “Analysis and mapping of the bovine MHC class I region” Research overview: Investigating the genetic basis for the heterogeneity observed in the expression of genes responsible for immune response to viral infection in cattle.	University of Reading	2008–2003
BSc. (Hons.) Genetics Upper Second class degree with honours (2:1)	University of Liverpool	2005–1998

Selected Professional Courses and Seminars

- Crucial Conversations, Grahame Robb Associates, 01/2012
- Leadership Development Programme, Grahame Robb Associates, 09/20011
- Sales Training, Affinity Learning, 08/2010
- Diversity Training, Crawley College, 11/2008
- Art of Communication, Vom Stein Consulting & Training, 10/2008
- Excellence in Marketing Writing, Iorsen-Management, 09/2008

Computer Skills

Advanced computer skills and knowledge including the use of Microsoft Office suite, Adobe Acrobat, Dreamweaver, Quark (desktop publishing), Pivotal and ACT! CRM, online conferencing, and various e-mail management systems.

Social Profile

When not training for my first triathlon, I enjoy music, socialising, and spending time with my family.