

About Ellen Hoenig Carlson

Ellen has been a leader and brand champion in U.S and Global Consumer and Pharmaceutical Marketing for over two decades. Her record of growth and innovation includes over thirty diverse consumer, OTC, and pharmaceutical/device categories, in US and International, Developed and Emerging markets. While at Bristol Myers-Squibb (BMS), Ellen spanned numerous assignments in Brand Management, New Products, Global Category Development, Licensing and Business Development, and the most recent, Vice President of Direct-to-Consumer/Patient (DTC/P) Marketing. During this time, she has twice been recognized by *Advertising Age* Magazine as one of this country's 25 Most Powerful Marketing Executives. In 2001, Ellen took her breakthrough approach and established a consulting practice focused on powering consumer and pharmaceutical brand growth by simplifying the complexities of today's marketplace and forging elegant solutions.

Ellen is a DTC pioneer, spearheading DTC/P brand marketing initiatives since the FDA regulations changed in 1997. Working with both brand teams and agency partners, her innovations have addressed some of the industry's toughest problems. She's helped to develop and implement upwards of 40 integrated DTC/P programs focused on profitable growth, and including education, awareness, conversion and/or retention. Her most recent collaboration with the new pediatric ADHD medication, Vyvanse, won Silver for the Best New Brand of the Year from *DTC Perspectives* Magazine and other awards, including PhAME.

During her years with BMS, Ellen advanced DTC/P Marketing, creating the first Center of Excellence to optimize the consumer/patient in 1997. Responsible for all DTC/P efforts across BMS' ten billion dollar US Pharmaceutical business, her team drove consumer growth and ROI, establishing innovative processes, metrics and learning, from strategy and positioning to awareness and relationship marketing/database execution. Ellen's group helped build several billion-dollar businesses as well as a number of smaller ones at various stages of product life cycle.

Prior to 15 years with BMS, Ellen began her career at Revlon, where she marketed Flex, the leading haircare line at the time. She holds both an MBA and BS in Marketing and Management from NYU, where she graduated Magna Cum Laude. She is a regularly featured speaker at industry conferences.

[Click Here to Ask Ellen Hoenig Carlson a Question – Questions will be addressed live at the DTC in the Era of Consumer Choice Conference. Don't miss this chance to shape the agenda and have your questions answered by industry experts!](#)