

# Patrick Richard

Digital Marketing Consultant  
Sapient Management Resources LLC



Worthington, Ohio, USA

E-mail: [patrick@sapientmanagement.com](mailto:patrick@sapientmanagement.com)  
Telephone: +1 (773) 896-6922  
Website: [www.sapientmanagement.com](http://www.sapientmanagement.com)

Patrick Richard is a seasoned digital, creative design and marketing strategist with 20 years of experience across multiple verticals. In that time span, he has focused on UI and UX design deliverables and practice areas, built digital strategies, data frameworks, and creative marketing campaigns connected to digital platforms for some of the world's most recognized brands and companies.

Areas of expertise include digital channel planning, campaign strategy, digital marketing strategy, user experience, creative design and direction specific to digital platforms, product launch development, and executive leadership inclusive of P&L responsibility.

## Selected Past Projects and Experience:

- Managed large scale strategic teams inclusive of digital, brand, and medical strategy.
- Part of multiple executive leadership teams driving digital growth and equity.
- Managed multiple 3<sup>rd</sup> party partnerships along with negotiating exclusivity deals.
- P&L management for research and data practice within a \$5B plus consultancy network.
- Integrated technology consultancy and practice from an outlier marketing agency offering to being integrated within practice areas across a multi-billion dollar global network.
- Built the experience and channel strategy for a multi-billion dollar pharmaceutical launch that was a key breakthrough in the expansive diabetes therapeutics space.
- Launched a core digital engagement offering from the ground up inclusive of hiring and placing talent in the CRM, content strategy, and digital marketing.

## Representative Client & Employer Profiles:

- Leader in global healthcare communications: top 3 in market share
- Previous retailer across multiple verticals in the US consumer market: Fortune 50
- Largest online consumer travel & commerce platform globally at ~\$2.5B
- Public relations startup with 2X growth within 2 years of partnership
- Versatile boutique specialty agency in B2B strategies, promotion, and sales ROI