Lara Hendrian: Strategic Portfolio

Driving Strategy. Building Brands. Improving Lives. Portfolio of Campaigns Across Oncology & Rare Disease





Bio

I'm a results-driven marketing leader who grew a \$6M portfolio to \$7M in annual organic revenue (+16.67%) while managing 30-40 projects across four brands. I excel at strategic planning, multi-channel marketing execution, and leading cross-functional teams to drive efficiency, optimize performance, and deliver measurable business impact. With a strong focus on client relationships, data-driven decision-making, and seamless project execution, I ensure high-quality deliverables that foster trust and growth.





Raising Awareness

Led development of unbranded campaigns (My Glioma Guide, Deeper Than Diagnosis, Stay the Course) to educate and empower patients, caregivers, and HCPs



Driving Launch Excellence

Oversaw delivery of 19 assets on Day 0 for FDAapproved R/R MDS treatment, followed by a full promotional rollout to sustain momentum

Strategic Impact at a Glance



Shaping Brand Strategy

Led qualitative and quantitative research to reposition brands, evolving messaging to highlight efficacy, survival, and clinical impact



Modernizing Engagment

Launched TIBSOVO's first-ever social media presence and refreshed brand creative through campaign testing and research

Laser-Focused on Survival



Branded Campaign Evolution

Objective

 Refresh and evolve the TIBSOVO brand campaign for AML to better resonate with healthcare professionals and reflect the brand's growing presence and clinical impact

Approach

 Led a full-scale campaign evolution, conducting extensive qualitative and quantitative market research to validate new campaign concepts, positioning, and creative direction

Tactics Delivered

- Quantitative and qualitative market research to assess resonance and preference
- Finalized and deployed a new campaign and look and feel applied across all branded marketing materials

Results

- '24 Q4 website traffic increased +16% quarter-over-quarter, largely driven by email and paid social
- MVAs continue to rise, with notable increases in PI downloads and OS views











Deeper Than Diagnosis

Unbranded Pre-Launch Campaign



 Educate healthcare professionals and stakeholders around the experience of patients with R/R MDS, building awareness and readiness ahead of an anticipated product approval

Approach

 We created the "Deeper Than Diagnosis" campaign to humanize the treatment journey and prep the market with credible disease-state education

Tactics Delivered

 Developed a multi-channel unbranded campaign – including website, emails, banner ads, and a brochure – featuring high impact visual storytelling for use in the field and digital egagement







Confidential – not for distribution

R/R MDS Product Launch



Clinically-Branded Launch Campaign

Objective

Execute a seamless
 branded launch for a newly
 FDA-approved treatment
 for R/R MDS, delivering all
 launch assets by Day 0 to
 enable immediate HCP
 engagement

Key Milestones

- sNDA accepted August 15, 2023
- Launch readiness October 2, 2023
- FDA approval received early October 24, 2023 (2 months ahead of PDUFA date)

Tactics Delivered

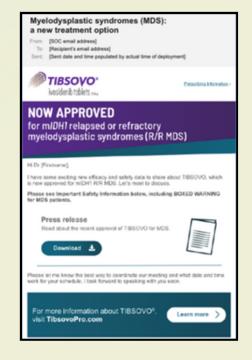
 Delivered 19 branded assets on Day 0, including field and digital launch materials (emails, banner ads, website, brochures) to drive engagement across channels

Impact

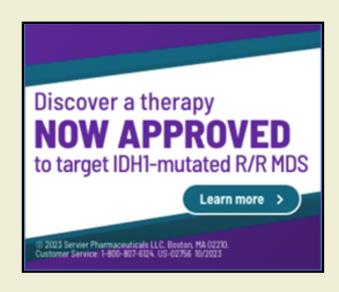
Product launch
 accomplished 2 days
 ahead of schedule and on
 budget, which enabled the
 client to immediately
 activate their field force,
 ensuring high visibility and
 rapid adoption at launch











My Glioma Guide

Unbranded Pre-Launch Patient Campaign

Objective

 Prime the market ahead of a glioma treatment launch by equipping patients and caregivers with credible, compassionate disease education

Approach

 We created a fully unbranded educational platform, MyGliomaGuide, designed to demystify the glioma journey and build early trust with the patient community

Tactics Delivered

- Comprehensive website
- 4 downloadable brochures for patients and caregivers
- 5 engaging animated videos covering diagnosis, treatment options, and living with glioma

Recognition

The campaign was
 highlighted in a <u>Fierce</u>
 <u>Pharma article</u>, applauding
 Servier's authentic
 approach to oncology
 communications









MDS Promotional Rollout



Post-Launch Promotional Campaign

Objective

 Continue building brand equity and drive deeper engagement with HCPs through a robust promotional campaign launched six months postapproval

Approach

 Following initial launch, we introduced a full HCP promotional campaign focused on the brand's core value proposition and positioning in the treatment landscape.
Messaging was refined based on field insights and market

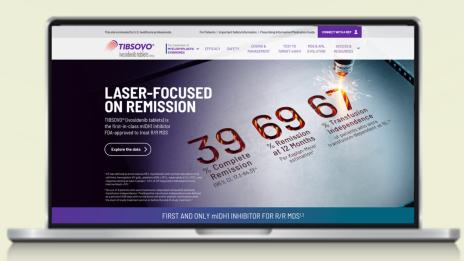
Tactics Delivered

- Comprehensive suite of promotional materials aligned with updated HCP messaging
- Field and digital sales assets developed to extend reach and reinforce differentiation

Impact

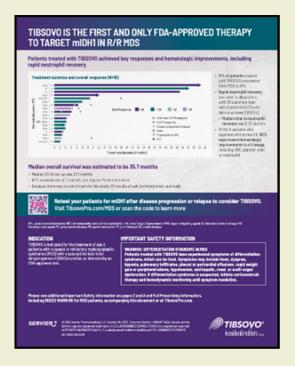
 Two years post-launch, the brand continues to evolve and expand its presence.
Ongoing updates to creative and messaging reflect our commitment to maintaining relevance in a competitive market

response











TIBSOVO Social Media



Branded Promotional Campaign

Objective

 Establish TIBSOVO's firstever social media presence to expand brand awareness, reach target audiences, and drive traffic to the branded website

Approach

 We launched on two key social platforms—LinkedIn and Facebook—supported by a suite of targeted social ads. Our strategy combined brand storytelling with key clinical messages to engage healthcare professionals where they already consume content

Tactics Delivered

- Launched 2 new social media platforms (LinkedIn and Facebook)
- Created and deployed 6 new social ads
- Developed an engagement strategy tailored to HCP behavior and platform best practices

Results

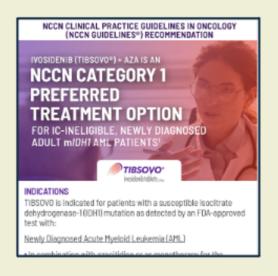
- **134** site visits generated from the campaign
- **17** MVAs
- 12% initial conversion rate, indicating strong relevance and engagement with the content













Stay The Course

Unbranded Disease Education Campaign

Objective

 Support healthcare professionals in keeping patients with acute lymphoblastic leukemia on their prescribed asparaginase therapy

Approach

 Many patients are prematurely switched or discontinued due to mild or preventable reactions. To address this, we revitalized the existing "Stay the Course" campaign and expanded its content to better support HCPs

Tactics Delivered

- Revamped Stay the Course website with updated design and functionality
- Created 4 downloadable brochures and 1 educational email

Impact

 These tools have become essential in educating providers and reinforcing the importance of therapy completion to improve patient outcomes





