

STACY TRENT

Global Digital Strategy & Omnichannel Capabilities Leader

stacytrent@gmail.com · 703-217-1961 · [linkedin.com/in/stacytrent](https://www.linkedin.com/in/stacytrent) · Remote · NYC Metro

15+ years turning HCP and patient data into engagement systems that scale across international pharma markets. Proven record building omnichannel governance, AI/ML targeting, and privacy-compliant data infrastructure for global brands at Ionis Pharmaceuticals and Bristol Myers Squibb.

EXPERIENCE

Director, Omnichannel Operations, Execution & Excellence

2025 – Present

Ionis Pharmaceuticals · Remote · NYC Metro

- Lead omnichannel planning and execution for rare-disease brands Tryngolza and Dawnzera.
- Build journey-planning standards and cross-functional governance aligning brand, medical, and IT teams.
- Operate across Salesforce Marketing Cloud, Salesforce Data Cloud, and Veeva for predictive, consent-aware targeting.

Sr. Director / Director, Engagement Data & Campaign Management

2017 – 2024

Bristol Myers Squibb — Global Omnichannel Experience · Princeton, NJ

- Grew the organization from \$4M / 31 people to \$8M / 48 people over seven years.
- Directed AI/ML HCP targeting across 5 countries: +5.7% prescriptions, +25% HCP engagement, -13% extraneous comms.
- Led privacy, consent, and cookie-compliance strategy across 57 countries.
- Migrated 20 years of data (20M+ HCP, 4M+ patient records) to a new vendor with zero disruption.
- Piloted Domo, cutting reporting latency from 66 to 5 days (92.4% improvement).
- Took over media operations in 4 months, governing 300+ agency and media data files.

VP, Director — Data Analytics & Market Planning

2010 – 2017

Patients & Purpose (Omnicom Health) · New York, NY · prev. VP, Group Supervisor, Data Analytics

- Led campaign performance and analytics across web, paid media, CRM, and direct mail.
- Built KPI standards and measurement frameworks; managed and mentored a team of 3.

TECHNOLOGY & PLATFORMS

Salesforce Marketing Cloud · Salesforce Data Cloud · Salesforce Health Cloud · Veeva CRM / Vault / PromoMats · Adobe Experience Manager · Adobe Analytics · Google Analytics · Domo · Tableau · OneTrust · Workfront · Smartsheet · CDPs & Customer 360

EDUCATION & LEADERSHIP

B.S., Business Administration & Marketing — Wagner College | MBA Course — ThePower Business School
| Full-Stack Developer Bootcamp — Rutgers Coding Bootcamp | VP, Alumni Board Member — Wagner College (since 2020)