

Portfolio: WithersWorks.com

**Robert Withers
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***Communicating*—with impact and clarity—in the pharmaceutical marketplace**

Skills: Branding, positioning, concepting, data mining, client contact, presentations, web sites, interactive media, SEO, and, yes, referencing and annotating

Categories: Oncology, neurology, cardiology, rheumatology, dermatology, diabetes, urology, vaccines, antibiotics, vascular medicine

Pharmaceutical Advertising:

- **2010 – 2012. WithersWorks, Freelance copywriting.** Diovan, Micardis, Tassigna, Gleevec, ipilimumab, Treanda, Sutent. Erbitux, et al.
- **2008 – 2009: Copy Supervisor, Regan Campbell Ward McCann.** Launch of AFINITOR for renal cell carcinoma.
- **2003 – 2008: Copy Supervisor, Saatchi & Saatchi Healthcare Advertising.** Lead writer for global ENBREL and U.S. ELOXATIN . Positioning, concepting, client interaction, market testing, tactics. In-house process management: server reference libraries and copywriter guidelines
- **1999 – 2003: Senior Copywriter, Robert A. Becker Euro RSCG.** LOVENOX, PLAVIX
- **1997 – 1999: Writer/editor: Genecom.** Medical education

Key Accounts:

- AFINITOR** Launch targeted therapy for renal cell carcinoma. Novartis
- DIOVAN HCT** Launch new formulation for hypertension. Novartis
- ELOXATIN** Lead writer, launch new indication chemotherapy for colorectal cancer. sanofi-aventis
- ENBREL** Lead writer rheumatology, launch new indication (global market) for psoriasis. Wyeth/Amgen
- PLAVIX** Lead writer, launch global and domestic new indication. BMS/Sanofi
- LOVENOX** Launch new indication, writer for multiple indications. Aventis

continued

Other writing:

Author: INTRODUCTION TO FILM, Barnes & Noble/Harper Collins.

- **Ghostwriter:** INTELLIGENT MEDICINE: A Guide to Optimizing Health and Preventing Illness for the Baby Boom Generation, authored by Dr. Ronald Hoffman. Simon & Schuster
- **Ghostwriter:** LYME DISEASE, MITRAL VALVE PROLAPSE, and ATTENTION DEFICIT DISORDER, authored by Dr. Ronald Hoffman. Keats publishing
- **Ghostwriter:** THE COMPLETE GUIDE TO GETTING A GRANT, trade book authored by Laurie Blum. Simon & Schuster
- **Ghostwriter:** LAURIE BLUM'S FREE MONEY SYSTEM, infomercial workbooks. Guthy-Renker

Other professional:

- **Filmmaker:** Independent art films and sponsored educational shorts
- **Arts Administration:** Director, New York Expo of Short Film & Video, a 37-year-old international festival of independent shorts
- **Professor:** Film production, theory and history. City College, Brooklyn College, New York Institute of Technology, Fordham University

Awards and honors:

- *Finalist*, Houston International Film Festival, 1992
Finalist, Oberhausen International Film Festival, Germany, 1992
Cash Award, Sinking Creek Film Celebration, 1992
First Prize Experimental Film, Big Muddy Film Festival, 1988
Finalist, Festival International du Jeune Cinema, France, 1980
Independent Filmmaker Grant, National Endowment for the Arts, 1977
- *Artist-in-residence*, City College of New York, 1974 – 1981

Education:

Master of Fine Arts, Bard College. Filmmaking
B.A., Yale University. Selected Scholars; Honors, History of Art