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Walk into a market with no playbook and build one.

Make a sales team believe in something before it has a track record.

Tell the difference between a creative idea that's brave and one that's unfamiliar.

Read clinical data and know what it means for a patient sitting in a waiting room.

Eighteen years across prestige skincare, pharmaceutical aesthetics, and medical devices. L'Oréal's pharmacy channels in Benelux. Allergan's global injectable portfolio across EMEA, APAC, Latin America, and Canada. Evolus, where I built the international marketing function and the brand identity from the ground up across seven markets, in a category where the incumbent had spent decades making itself irreplaceable.

What draws me to this category isn't the aesthetic outcomes. It's the science arriving just ahead of where the market is looking. Most of what gets called innovation in this industry isn't new, it's a pattern that's been visible in adjacent fields for years, sometimes decades. The brands that win tend to be the ones that saw it coming and built for it before the consensus caught up. That's the part of this work I find hard to leave alone.

I'm not looking for a role that fits a description. I'm looking for a company that's serious about being distinct, and a team invested enough to argue about the right things.

CORE COMPETENCIES

Category Creation & Brand Build | Science-to-Narrative Translation | Physician Adoption & HCP Strategy

Global Launch Architecture | Affiliate & Market Enablement | KOL Engagement & Advocacy

B2B + B2C Simultaneous Activation | Congress Strategy (AMWC, IMCAS, BTS) | Team & Function Building

PROFESSIONAL EXPERIENCE

Founder & Independent Marketing Consultant | The CareHealth 2021 – Present

thecarehealth.co | Barcelona, Spain

CareHealth is the consulting practice I built at the intersection of science-driven skincare, medical aesthetics, and regenerative medicine. The first client engagement was Evolus in 2021. Since then the practice has expanded to include clients across medical aesthetics and adjacent sectors, alongside ongoing thinking and writing about where the category is going.

- Wrote 'The Rise of Moralised Enhancement in Aesthetic Medicine,' arguing that regenerative and restorative treatments are succeeding not just clinically but culturally, because patients are choosing interventions that feel biologically honest rather than cosmetically convenient.
- Consulting engagements across medical aesthetics and adjacent sectors, including AI-assisted customer data analysis and campaign strategy for a BNPL fintech client in the aesthetics space, and HubSpot email campaign management with A/B testing for a UK-based client.

International Brand Director / Marketing Consultant | Evolus 2021 – 2025

Nuceiva (BoNT-A biologic) and Estyme (HA) | EU5 + Australia | Remote

Evolus was a challenger brand entering a market Allergan had owned for decades. The job was to build a brand identity compelling enough to shift physician loyalty, an activation infrastructure lean enough to work across seven markets with a small team, and a scientific narrative credible enough to hold up in clinical conversations. All of it from scratch, without a US template to adapt.

- Identified the need for a global brand narrative and led development of the Evolus Manifesto, working alongside the US VP of Creative to build it collaboratively. European clinical framing and market intelligence shaped the output. The US subsequently adopted the Manifesto as their global brand foundation.

- Built the complete marketing function for international markets from a standing start: launch strategy, HCP-facing playbooks, affiliate briefing documents, and congress activation. When the business subsequently hired a Head of International Marketing, the infrastructure I had built became the foundation they inherited.
- Managed the full Evolus presence at AMWC Monaco 2024 independently: stand design and coordination, symposium programming, off-site activation, and all congress promotion across one of the largest aesthetic medicine congresses of the year.
- Built and sustained KOL networks across all seven markets, managing clinical advocacy and social media presence to maintain scientific credibility alongside commercial momentum.
- Used Attest to stress-test creative lines during Manifesto development, applying both data and strategic judgment to determine which direction held under scrutiny.
- Achieved 4-8% average market share across launched countries. Reduced agency production costs by approximately 60% through structured task allocation between agencies and freelancers.

International Senior Marketing Manager | Allergan Aesthetics / AbbVie 2016 – 2018

Juvéderm HA Fillers | EMEA, APAC, Latin America, Canada | Marlow, UK

Two distinct bodies of work. The first: building the Juvéderm Tissue Integration campaign, an overarching brand platform covering the full filler portfolio and the first globally consistent HCP campaign in the brand's history. The second: launching Juvéderm Volite, later relaunched as Skinvive in the US, which opened a skin quality category that didn't previously exist, requiring new clinical messaging, new HCP education, and a new consumer narrative built alongside R&D from insight through to activation.

- Architected the first fully global Juvéderm brand campaign, adopted by 100% of affiliates across EMEA, APAC, Latin America, Canada, and executed to China, because the clinical insight at its centre translated without needing to be rebuilt for each market.
- Led the launch of Juvéderm Volite, working across R&D and clinical development from insight generation through to market activation across EU and Latin America.
- Managed congress presence at AMWC, IMCAS, and BTS Stockholm, and presented campaign strategy and clinical evidence base directly to VP-level leadership.

International Associate Director | Allergan Aesthetics / AbbVie 2018 – 2020

CoolSculpting Body Contouring | 22 global markets | Marlow, UK

- Built the first international B2C and HCP activation strategy for CoolSculpting across 22 markets: digital, influencer, and experiential toolkits designed for affiliate adoption rather than affiliate compliance.
- Introduced Attest as a compliant consumer insight platform by navigating internal resistance across market research and compliance teams, cutting insight timelines to one eighth of the previous standard at significantly lower cost.
- Managed a \$1M digital and market research budget and navigated a high-pressure late-stage campaign reset under incoming senior leadership without disrupting affiliate timelines.

Product Manager, Medical Aesthetics Benelux | Allergan Aesthetics / AbbVie 2013 – 2016

Botox / Vistabel (BoNT-A) | Juvéderm | Natrelle | Benelux + Alpine markets

- Managed a full injectable aesthetics portfolio in markets where the primary HCP audience was dermatologists, building clinical relationships and prescription-medicine marketing discipline alongside the aesthetic brand positioning.
- Launched the Crow's feet indication for Botox/Vistabel (prescription-only), managing KOL relationships, regulatory compliance, and field activation across a mixed dermatologist and aesthetic physician audience.

International Marketing Lead, Cardiovascular | LivaNova 2020 – 2021

EEMEA & LATAM | Medical Devices | Maidenhead, UK

- Led a distributed field marketing team remotely through COVID-19, including a product reconfiguration to meet government and hospital procurement requirements across multiple markets.
- Reached commercial excellence targets within two quarters through CRM management and cross-functional coordination.

Senior Account Executive | 4Sales Graphic Communication 2012 – 2013

L'Oréal, Nespresso, Nestlé Waters | Wavre, Belgium

- Agency-side experience that built a lasting understanding of brief quality, production discipline, and how to work efficiently with creative partners. Exceeded revenue targets through account development including the acquisition of Nestlé Waters.

Senior Product Manager / Product Manager | L'Oréal 2008 – 2011

Vichy and Lancôme Skincare | Pharmacy and Luxury Retail | Amsterdam & Brussels

Where the interest in skin became a professional foundation. Working on Vichy alongside the L'Oréal Dermatology portfolio, which included La Roche-Posay with its dermatologist endorsement model, gave an early and formative understanding of what clinical credibility does for a brand and what happens when it is traded away for reach. Formally managed within the Lancôme marketing team, overseeing a marketing assistant and running up to six sales cycles and over twenty product launches annually.

- Grew Vichy brand and pharmacy channel awareness including suncare range leadership in the Netherlands.
- Observed at close range the consequence of Vichy's shift toward mass media over pharmacy and dermatologist credibility: a lesson that has informed every brand decision about clinical authority since.

EDUCATION

Master's Degree in Commercial Engineering | Solvay Brussels School of Economics & Management | 2008

Bachelor's Degree in Commercial Engineering | Solvay Brussels School of Economics & Management | 2006

Exchange Programme | Waseda University, Tokyo, Japan | 2007

Exchange Programme | Ernest Righetti High School, Santa Maria, CA, USA | 2003

LANGUAGES

French Native **English** Fluent **Spanish** Intermediate **Dutch** Intermediate