

Kurt Fried

Oradell, New Jersey • [linkedin.com/in/kurt-fried](https://www.linkedin.com/in/kurt-fried)

A writer, creative leader, and strategic thinker with an exceptional amount of oncology, rare disease, global health experience, I am able to lead a writing staff, help win pitches, and create interesting work that can be sold. I have worked on over two dozen oncology brands alone, including 3 CAR T therapies, and I have helped secure over \$30 million in business. I specialize in these categories because I love that my work there can help make such a difference in the lives of patients, caregivers and HCPs alike.

WORK EXPERIENCE

McCann Health New Jersey • 09/2022 – Present

SVP Director of Oncology Strategy

- Oversaw brand and creative strategy for various oncology brands, focused on HCP promotion. Products managed ranged from ones in head and neck cancer to multiple myeloma to prostate cancer, among others.

McCann Global Health • New York City Metropolitan Area • 06/2021 – 09/2022

VP Associate Creative Director Copy

- Writing or overseeing creation of digital and print materials for brands and organizations in the public and global health sector, including vaccines for dengue, meningitis, and pertussis, as well as in categories such as HIV, alcohol harm reduction, and malnutrition.

McCann Torre Lazur • Parsippany, New Jersey • 02/2017 – 06/2021

VP, Associate Creative Director, Copy

McCann Healthcare • Greater New York City Area • 01/2003 – 02/2017

VP/ Associate Creative Director, Copy

- I've written or overseen the creation of all sorts of digital and print materials for healthcare professionals and patients, including iPad apps for rep detailing, websites (branded and unbranded), mechanism-of-action videos, and even a Pinterest site and video games
- My oncology experience spans a range of solid and hematological tumor types. I've helped create the messaging, positioning, branding, and concepts for many well-known cancer drugs. In addition, my rare disease experience includes aHUS, PNH, ITP, and mesothelioma, among others. I've also done extensive work in the diabetes and women's health categories.
- I have done extensive creative and strategic work in global health with organizations such as USAID, Clinton Health Access Initiative, and Every Woman Every Child. My work promoting zinc+ORS for childhood diarrhea has been used all over the world and has been recognized with a writeup in the Huffington Post and awards from the Rx Club and MM&M, among others.
- My pitch work has helped win multiple pieces of new business, and I'm well versed in developing positioning, presenting concepts and conducting workshops.

- Mentored, supervised, and developed a team of up to 10 writers to enhance their writing skills and achieve marked increases in content quality, helping many of them go on to lead accounts and groups of their own.
- Med Ad News Award for Brand Team of the Year
- MM&M Silver Award for Best Multicultural Campaign
- Rx Club awards, including the Carveth's Way award for most "out-of-the-box" thinking
- PM360 Gold Award
- IPG Organic Growth Awards
- Graphis Advertising - Gold Award

City of Hope Comprehensive Cancer Center • 01/2000 - 12/2003

Grant Writer

- Wrote or assisted in writing grant proposals for the NIH and other funding entities, resulting in awards totaling over \$35 million for cancer research; taught writing courses to scientists; edited manuscripts being submitted for publication

Annals of Surgical Oncology • 01/1997 - 12/2000

Managing Editor

- Oversaw publication of what would become a leading oncology journal; worked with KOLs to get them to write editorials and review manuscripts; coordinated with authors to revise articles

EDUCATION

MFA in Creative Writing

American University

BA in English Language and Literature, General

Washington University in St. Louis

SKILLS

Advertising, Art Direction, Brand Development, Brand Strategy, Brochures, Children's Books, Client Relations, Concept Development, Content Strategy, Copywriting, Corporate Identity, Creative Briefs, Creative Development, Creative Direction, Creative Problem Solving, Creative Strategy, Creative Writing, Digital Marketing, Digital Media, Digital Strategy, Direct Mail, Editing, Email Marketing, Global Health, Healthcare Marketing, Integrated Marketing, Interactive Advertising, Interactive Marketing, Marketing Communications, Messaging, Microsoft Outlook, Microsoft Word, Oncology, Online Advertising, Presentation Skills, Screenwriting, Storytelling, Tactical Planning, User Experience, Writing

ONCOLOGY EXPERIENCE: Adcetris (Takeda/Millennium/Seattle Genetics)| Hodgkin lymphoma and sALCL, Afinitor (Novartis) | Second-line RCC, pancreatic NET, and SEGA-TSC indications, AstraZeneca Immuno-Oncology | Franchise branding, Blenrep (GSK) | Multiple myeloma, BMS Immuno-Oncology | Franchise branding, Carvykti (J&J) | Multiple myeloma, Darzalex (J&J) | Multiple myeloma, Durvalumab (AstraZeneca)| NSCLC and SCCHN (prelaunch), Eloxatin (Sanofi) | Advanced colorectal cancer, Femara (Novartis) | Breast cancer, Herceptin (Roche/Genentech) | HER2+ breast cancer, Ixempra (BMS) | Advanced breast cancer, Kymriah (Novartis) | DLBCL and pediatric ALL, Motesanib (Amgen) | NSCLC and thyroid cancer (prelaunch), Nexavar (Bayer/Onyx) | Advanced RCC and HCC, PTK/ZK (Novartis) | Studied in colorectal cancer (prelaunch), Sandostatin (Novartis)| Carcinoid syndrome and acromegaly, Tafinlar/Mekinist (Novartis) | BRAF V600+ NSCLC, Tassigna (Novartis) | CML, Tivantinib (Daiichi Sankyo) | Liver cancer (prelaunch), Tremelimumab (AstraZeneca)| Mesothelioma and NSCLC and SCCHN (prelaunch), Xevinapant (Merck KGaA) | SCCHN (prelaunch), Xtandi (Astellas/Pfizer) | Prostate cancer, Yescarta (Gilead/Kite)| DLBCL and follicular lymphoma, Zykadia (Novartis) | ALK+ NSCLC