

## PATRICIA COLEMAN

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### Personal profile

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Global healthcare marketing leader with extensive experience of driving growth across blue-chip organisations, most recently in MedTech. Managed €145M portfolio. Proven at translating customer & clinical insight into differentiated value propositions, influencing senior stakeholders, and mobilising global teams. Future-focused, passionate about applying insights, technology, and best practice to improve performance and deliver sustainable growth. Trusted business partner helping organisations to connect, innovate, navigate change, and achieve results.

### Professional Summary

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#### Cook Medical - Ireland

#### Global Product Marketing Manager - Interventional Therapies

Feb 2015 - May 2025

Cook Medical is one of the largest privately owned medical device companies in the world with approx. 12,000 employees and revenue €2BN.

- Member of the global product marketing team responsible for collaborating with key stakeholders to understand customer needs, deliver innovation, set strategic direction and drive & support marketing efforts across the product life cycle.
- Partnering with product management and engineering to lead new product development initiatives through stage gate process.
- Developing global campaigns aligned with strategic direction and informed by customer insights.
- Working with regional teams to support local product launches and campaign activation.
- Generating compelling content and claims ensuring compliance with regulatory affairs and country requirements.

### KEY ACHIEVEMENTS

#### Portfolio Growth & Franchise Leadership

- Envisioned, developed and launched a global multi-year product family recovery plan (DRP), resulting in senior leadership recognition and +28% growth over 3 years.
- Introduced a strategic decision-making framework enabling the business to secure multi-million R&D investment securing long-term portfolio competitiveness.

#### Launch Excellence, Value Propositions and Customer Insight

- Owned the global Go-to-Market strategy for €80M product line, including the development of added value services and solutions to strengthen brand preference and customer loyalty.
- Co-led a global Business Improvement Project introducing value proposition thinking and tools across the organisation using ADKAR change model resulting in stronger early-stage propositions and being awarded the Cook Brand Essence Award.
- Pioneered customer & clinician insight work with CX team using CI methodology resulting in a new sustainable, insight-led way of shaping products and propositions.

#### Cross-Functional and Commercial Leadership

- Acted as a trusted partner to Product Management, Engineering, Regulatory and Regional Commercial Teams, aligning innovation, evidence & messaging to support global launches.
- Architected one of Cook's first integrated digital campaigns exceeding benchmark standards in paid and organic social media channels and exceeding audience attendee target at industry event resulting in strong engagement

## Cook Medical - Ireland

Marketing Manager, EMEA - Interventional Radiology

Sept 2010 - Jan 2015

### KEY ACHIEVEMENTS

- Introduced new strategic roadmaps outlining product vision, objectives and key strategies enabling clearer direction and focus.
- Launched numerous products and developed structured selling tools, campaigns & messaging empowering sales teams driving engagement.
- Led marketing communications team of 12 members.

### Early Career

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**Johnson & Johnson – Ireland**      **OTC - Marketing Manager**      **Dec 2008 - Sept 2010**

- Brand strategic reviews garnering general manager approval and new product launches.
- Challenged established promotional approach leading to change of direction.
- Coaching and mentoring of marketing teams, resulting in elevated performance reviews

**Georgia Pacific – Ireland**      **Head of Consumer Marketing**      **Mar 2003 - Nov 2008**

- Responsible for €2.5M marketing and communications budget.
- Led marketing team of 5 members.
- Member of management team responsible for business case development for large scale investment.

**Johnson & Johnson – Ireland**      **FMCG - Senior Brand Manger**      **Sept 1995 - Feb 2003**

- Solid career progression joining as a graduate and promoted to Senior Brand Manager.
- Selected for International Development Program, spending 1 year in Madrid office.

### Professional Development

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Change Management Diploma - Distinction	University College Dublin <b>Dec 2025</b>
Customer Experience (CX) and Behaviour Diploma - Distinction	University College Dublin <b>Jan 2026</b>
Decision Making and Problem Solving - Sprint Learning	University College Dublin <b>Nov 2025</b>
Value Proposition Development	Dan Olsen (author: Lean Product PlayBook) <b>Feb 2025</b>
Participated in various company leadership development programs	

### Education

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**Bachelor Business Studies** (Marketing & Spanish) **Hons.** University of Limerick      **1995**  
**Business Studies Diploma** (Marketing & German) **Distinction** CIT, Cork      **1993**

### Other Skills & Interests

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Change Management | Customer Experience | AI tools | Problem Solving | Decision Making | Continuous learning | Spanish Speaker | Boating | Reading | Supporting children's activities

*References available upon request*