

2015 Synergistix Users Conference

Thriving through Innovation and Partnerships



Charlotte O. McKines

Charlotte McKines is a Senior Pharmaceutical Executive with demonstrated expertise in driving innovation, leading global marketing & digital transformation, and cross cultural talent development. Throughout her extensive career, she has successfully positioned some of the world's most valued brands for several Fortune 50 companies, ultimately delivering billions of dollars of revenue.

At Merck & Co. Inc., Charlotte was Global Vice President of Marketing Communications & Channel Strategies where she led a revenue generating organization managing 80 brands across 140 markets. She designed and implemented an industry leading commercial model with a focus on customer care centers, digital and mobile platform integration and the development of the CRM roadmap. Charlotte brings expertise in global digital asset development and utilization, campaign management, non-personal channel campaigns, and customer care center capabilities across major markets including Russia, China, Japan, Brazil and the US. She has been a sought after speaker at pharmaceutical digital and emerging media conferences. Charlotte has extensive experience and knowledge of healthcare customer behavior, branding, multichannel communications and global commercial services transformation.

Prior to Merck, she held a number of commercial roles in Sales, Marketing, Business Development and New Product Development at Ciba Geigy (Novartis), SmithKline Beecham (Glaxo) and Johnson & Johnson. Charlotte has significant not-for-profit Board Experience. She is currently Board Chair for the Drueding Center which provides transitional housing for women and children; Chairs the Committee on Governance and Trustees for Gwynedd Mercy University; and is an Audit Committee member for the Holy Redeemer Health System in Philadelphia, PA. She leads the Women's Leadership Initiative for Cordaid, a Netherlands based International Relief organization with a focus on healthcare, food security, justice and leadership development across the developing world.

Charlotte is a member the Executive Leadership Council; the Corporate Partnership Taskforce for Delta Sigma Theta Sorority, Inc.; and the Penn Towne Chapter of the Links, Inc. She has been honored by several organizations for her professional and personal achievements. She was noted as a top executive in Marketing and Advertising by Black Enterprise magazine and was recently recognized as a "Women on the Move" by the Arthritis Foundation. Charlotte has a B.S. degree from Kent State, and an MBA from Boston University. She is a certified Six Sigma & Change Execution Green Belt. Born and raised in Cincinnati, she is a first generation college degree recipient and currently lives outside of Philadelphia with her husband, Ken Lawrence Sr.