

Christopher McSpiritt

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## **Professional Summary**

Life sciences industry leader with 20+ years driving product strategy and go-to-market execution for enterprise technology companies. Proven track record scaling customer adoption, shaping product vision, and building high-performing teams. Deep domain expertise across clinical development, R&D operations, and commercial excellence. Skilled at bridging product, sales, and customer success to accelerate growth and deliver measurable customer outcomes.

## **Core Competencies**

**Product & Go-to-Market:** Market Sizing & Segmentation | GTM Strategy & Execution | Competitive Positioning | Sales Enablement | Revenue Planning

**Cross-Functional Leadership:** Product Management | Team Building | Customer Governance | Alliance & Partner Management | Thought Leadership

**Life Sciences Domain:** Clinical Operations | Clinical Data Management | AI/ML for Drug Development | Regulatory Compliance

## **Professional Experience**

### **Domino Data Lab, San Francisco, CA**

**2024-Present**

Lead the life sciences vertical for an enterprise AI/ML platform company, owning go-to-market strategy, product direction, and external stakeholder engagement. Rebuilt the vertical's GTM infrastructure from the ground up, from market sizing and account targeting through offering-specific enablement and thought leadership.

#### *VP, Life Sciences Strategy*

- Go-to-Market & Revenue
  - Conducted top-down and bottoms-up market analysis to define TAM, TOM, and SOM for the life sciences vertical; built annual revenue projections that informed company planning and investment decisions
  - Defined target markets and developed ideal customer profiles (ICPs) for each, establishing the account targeting framework used by sales to prioritize pursuit efforts
  - Identified high-value offerings and use cases per market segment, creating the vertical's go-to-market playbook from positioning through sales execution
  - Developed full go-to-market enablement suite for each offering — including messaging, sales enablement materials, marketing collateral, thought leadership content, and prospecting materials
- Product Management
  - Translate customer and market insights gathered through sales engagements and advisory conversations into product vision
  - Facilitate sessions and develop content for the SCE Coalition user group, channeling practitioner feedback into actionable product direction
- External Stakeholder Management
  - Manage analyst briefings to strengthen market positioning and validate platform capabilities
  - Lead executive governance programs with key customers, ensuring strategic alignment and driving long-term account expansion

- Cultivate alliance and channel partnerships to extend market reach and support joint go-to-market efforts

## **Veeva Systems, Radnor, PA**

**2019-2024**

Joined as subject matter expert supporting the sales organization across Veeva's clinical operations suite for the SMB segment. Promoted to lead the full clinical strategy team spanning both Clinical Operations and Clinical Data Management. Subsequently appointed to stand up the go-to-market strategy for OpenData Clinical, a new product line, from the ground up.

### Senior Director, OpenData Clinical Strategy

- Appointed to define and execute the go-to-market strategy for OpenData Clinical, a new product line, building positioning, target market definition, and sales enablement from the ground up
- Conducted market sizing and developed revenue projections in partnership with finance; identified target buyer personas and key market segments with marketing
- Created the initial enablement toolkit, messaging and sales materials, to prepare for initial launch
- Partnered with Product Management to shape product vision and long-term roadmap, serving as the primary market-facing voice guiding feature prioritization and data strategy

### Senior Director, Clinical Strategy

- Promoted to lead strategy for the full Veeva clinical suite, expanding scope from Clinical Operations (eTMF, CTMS, Study Startup) to include Clinical Data Management (EDC and CDB) across the SMB segment
- Built and managed a team of 5 strategists to deliver sales enablement, prospect education, and customer governance across the SMB portfolio
- Developed market-specific messaging and enablement materials spanning the combined ClinOps and Clinical Data product lines
- Led executive governance and relationship management programs for key customer accounts to drive retention and suite-wide expansion
- Served as strategic subject matter expert on pursuits, educating prospects and providing deal-level leadership alongside Account Executives

### Senior Director, Clinical Operations Strategy

- Served as the strategic lead for Veeva's clinical operations suite (eTMF, CTMS, Study Startup) across the SMB segment, supporting two dozen sales reps and hundreds of pharma and CRO accounts
- Educated prospects on Veeva's value proposition and provided strategic leadership on pursuits, partnering with Account Executives as the subject matter expert throughout the sales cycle
- Developed market-specific messaging and sales enablement materials for the SMB segment; trained the sales team on positioning and competitive differentiation
- Managed ongoing customer governance and executive relationship programs to drive retention and expansion
- Guided Product Management on eTMF roadmap priorities, translating field insights and prior consulting experience into product direction

## **CGI (formerly Paragon Solutions), Plymouth Meeting, PA**

**2012-2019**

Joined Paragon Solutions' Clinical Optimization Practice and advanced through four promotions from hands-on project delivery to practice leadership. Progressed from managing clinical system implementations (eTMF, CTMS, Study Startup, and Study Portals) for clients including BMS, AbbVie, AstraZeneca, Merck, GSK, and Regeneron to overseeing a portfolio of engagements, building consulting offerings, and leading a team of consultants. Paragon was acquired by CGI in 2017.

### Director Consulting Services, Emerging Accounts Practice

- Managed a team of 6 consultants delivering strategy, process optimization, and system implementation engagements for life sciences clients

- Provided thought leadership at client workshops and industry marketing events, establishing the practice's point of view on clinical transformation
- Oversaw engagement delivery as project sponsor across a portfolio of concurrent client projects
- Led business development activities including strategic account planning, proposal development, and bid defense
- Continued development of practice offerings and consulting methodologies

Associate Director, Clinical Optimization Practice

- Promoted to oversee client engagements as project sponsor, shifting from hands-on delivery to portfolio-level governance
- Designed and developed the practice's consulting service offerings to address emerging market needs
- Led proposal development and RFP responses, including project scoping and commercial negotiation

Principal Consultant, Clinical Optimization Practice

- Expanded role to include business development — lead identification, proposal development, and RFI/RFP response alongside ongoing delivery responsibilities
- Delivered strategy, business architecture, and process optimization engagements for clinical operations clients

Senior Consultant, Clinical Optimization Practice

- Managed clinical system implementation and strategy projects, serving as project manager and business analyst
- Led requirements elicitation, stakeholder workshops, and current/future state process analysis for client engagements

**ePharmaSolutions, Conshohocken, PA**

**2005 –2012**

Managed product delivery teams at a life sciences technology company. Led the award-winning Clinical Trial Portal platform (2009 Bio-IT World Best Practices Award). Worked with product management to translate customer requirements into product roadmap priorities. Supported presales activities and customer implementations while building scalable delivery processes.

Sr. Manager, Business Architecture

- Led strategic internal and client-facing initiatives, including the enterprise implementation of SharePoint as both intranet and Clinical Trial Portal platform
- Established formal project management and business analysis methodologies across IT and operational PMOs
- Partnered with Product Management to translate client requirements into product roadmap and strategy
- Supported presales activities including proposal development, scoping, and client demonstrations

Sr. Manager, Portal Configuration and Quality Control

- Managed a team responsible for creating and validating web-based clinical portals and software solutions
- Defined business and technical requirements and liaised with development teams through delivery
- Maintained SOPs and quality documentation to ensure SDLC compliance and audit readiness

Production Manager

- Managed team delivering web-based portals, websites, and training solutions for pharmaceutical clients
- Led client requirements gathering, project execution, and stakeholder management

LMS Administrator

- Managed Learning Management System and delivery of online training to end users
- Created project management methodology for training deployment

## **Education**

**University of Notre Dame, Notre Dame, IN**  
Bachelor of Arts in Psychology