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Professional Summary

Experienced life sciences professional who has spent over 15 years focused on improving how clients operate. I have driven strategic initiatives ranging from organizational redesigns to system implementations to overall IT landscape assessments and road mapping.

Professional Experience

Veeva Systems, Radnor, PA

2019-Present

Responsible for driving selection and adoption of Veeva's clinical operations suite by our life sciences clients. As part of our Vault Strategy team, I partner with our sales team to educate our clients on our vision and system capabilities and support opportunity pursuit. I then partner with our services teams to guide clients through their implementations and ongoing governance to ensure clients maximize the ROI on their investment.

Senior Director, Clinical Strategy

- Business Development
 - Provide business enablement by supporting account planning and creating/delivering product training for our account executives
 - Support opportunity identification and qualification through interviews with potential client stakeholders
 - Support opportunity pursuit via win theme definition and subject matter expertise
 - Articulate the value and vision of our products through meetings/demos as well as proposal authoring
- Customer Enablement
 - Support clients' long-term engagement by providing governance and industry/product expertise as part of ongoing relationship management
 - Support community/user groups by helping to define topics and drive content creation/delivery
- Marketing
 - Support marketing strategy by identifying key marketing messages and assisting with content creation
 - Spread the word about Veeva values by presenting at conferences and during webinars/forums
- Product Management
 - Provide product team guidance and real-world feedback on how to improve the products to continue to serve our clients' evolving expectations
 - Participate in focused workstreams with product managers to evolve key capabilities leveraging my previous consulting experience

CGI (formerly Paragon Solutions), Plymouth Meeting, PA

2012-2019

Responsible for driving client acquisition, overseeing project execution, and managing internal team members and processes. Drove client acquisition through marketing strategy and execution, strategic account management planning, opportunity qualification, and pursuit execution (win theme identification, proposal and bid defense execution, and SOW authoring). Oversaw project execution by creating project governance structures, monitoring progress and supporting issue resolution, and providing subject matter expertise and consulting guidance to support team members.

Director Consulting Services, Emerging Accounts Practice

- Business Development
 - Drive strategic account management planning and execution in support of growth goals
 - Drive opportunity identification and qualification through industry and corporate frameworks
 - Lead proposal development to align CGI capabilities with client needs
 - Facilitate proposal reviews and bid defense sessions to inform clients of the fit of CGI for their engagements
 - Create and drive finalization of Statements of Work in partnership with legal department and clients
- Delivery
 - Work with client and internal project managers to define engagement approach and schedule
 - Perform delivery oversight of projects to ensure successful delivery and client satisfaction
 - Provide subject matter expertise and consulting guidance to support team members
- Team Management
 - Recruit and manage project managers, business architects, and business analysts required to staff projects and internal initiatives.

Director, Clinical Optimization Practice

- Delivery
 - Oversee business architecture, process improvement, strategy definition, and system implementation projects for clients.
 - Lead analysis and definition of corporate and departmental strategy in support of business architecture and process optimization projects.
 - Provide thought leadership and participation in client workshops in area of clinical transformation
- Business Development
 - Assisting in deal qualification by leveraging knowledge of market, industry and technology trends
 - Participate in development and execution of Win Themes, Value Proposition and differentiators by working closely with Sales
 - Develop and deliver proposals and bid defense materials in support of sales pursuits
 - Create and drive finalization of Statements of Work in partnership with legal department and clients
- Offering Management
 - Lead the development/refinement of practice offerings/services.
 - Assist with refinement of corporate methodologies and strategies.
- Team Management
 - Recruit and manage project managers, business architects, and business analysts required to staff projects and internal initiatives.

Associate Director, Clinical Optimization Practice

- Oversee business architecture, process improvement, strategy definition, and system implementation projects for clients.
- Lead analysis and definition of corporate and departmental strategy in support of business architecture and process optimization projects.
- Perform business development activities, which include lead identification, proposal development, RFP response, project scoping, and negotiation.
- Lead the development/refinement of practice offerings/services.
- Assist with refinement of corporate methodologies and strategies.

Principal Consultant, Clinical Optimization Practice

- Perform consultant activities in support of client business engagements, which include strategy identification, business architecture, process management (current and future state analysis/modeling), business and system analysis.

- Perform business development activities, which include marketing, lead identification, proposal development, responding to RFI/RFPs, project scoping, and negotiation.
- Refine project methodologies to ensure that our clinical consulting offerings provide clients with a consistent product following a standard approach.

Senior Consultant, Clinical Optimization Practice

- Serve as project manager on business architecture, process improvement, and system implementation projects for client engagements.
- Performed requirements elicitation and management for software development and management consulting engagements.
- Assisted with business development activities, which include lead identification, proposal development, project scoping, and negotiation.
- Managed a portfolio of software development projects using on-shore and off-shore development resources.
- Assisted with process and strategic consulting projects for client engagements.

ePharmaSolutions, Conshohocken, PA

2005 –2012

Responsible for managing a team of resources to deliver the company's core products and service offerings. Performed project management and business analysis tasks during the creation of the 2009 Bio-ITWorld Best Practices Award winning project (Clinical Trial Portal) within the Clinical Trial Management category. Implemented formal project management, requirements management, and business process management methodologies and processes. Managed developers, graphic artists, instructional designers, and QC staff on a daily basis while providing recommendations and support to executive leadership as needed.

Sr. Manager, Business Architecture

- Managed and provide leadership during the corporate implementation of SharePoint 2010 as both an intranet and client-facing Clinical Trial Portal solution.
- Led the development and implementation of formal project management and business analysis methodologies for IT and Operational Project Management Offices.
- Worked with the Product Management team to understand client and internal system requirements and thus develop a product roadmap and product strategy.
- Assisted in the presales process, which includes proposal development, scoping, and other activities.
- Managed the execution of numerous client-facing and internal software development projects through the use of the ePS project management methodologies.
- Implemented a business process management initiative to improve efficiency and reduce errors within ePS processes and systems.
- Created materials for and led orientation and training sessions to all employees on ePS systems and procedures.

Sr. Manager, Portal Configuration and Quality Control

- Managed and provided leadership for the Portal Configuration and Quality Control Department, which was responsible for creating and validating web-based corporate portals, websites, and software solutions.
- Determined business and technical requirements for systems and then liaised with internal development team to create systems that fulfilled those requirements.
- Managed the execution of projects through the use of industry-standard project management methodologies.
- Conducted client requirements gathering, kick-off meetings, project update meetings, and internal team meetings to ensure successful project completion.
- Managed client expectations, timelines, and deliverables and maintain control over project time and cost overruns.
- Assisted in the presales process, which includes proposal development, scoping, and other activities.

- Reviewed Standard Operating Procedures (SOPs) and other quality assurance and methodology documents to ensure the company was following defined Software Development Life Cycle (SDLC) and was prepared for client audits.

Production Manager

- Managed and provided leadership for the Production Department, which was responsible for creating web-based portals, websites, and training solutions.
- Determined business requirements for training and websites and then managed team through creation of said deliverables.
- Managed the execution of projects through the use of industry-standard project management methodologies.
- Conducted client requirements gathering, kick-off meetings, project update meetings, and internal team meetings to ensure successful project completion.
- Managed client expectations, timelines, and deliverables and maintain control over project time and cost overruns.
- Assisted in the presales process, which includes proposal development, scoping, and other activities.

LMS Administrator

- Managed Learning Management System (LMS) and delivery of portals and online training to end-users.
- Created project management methodology for the deployment of on-line training.
- Advised sales force on system capability and recommended product offerings.
- Designed and maintained the online training portals for our user audiences.
- Performed training on LMS functionality and learning delivery procedures.
- Ensured functional requirements and processes are defined and followed during the management of internal and external projects.

Weichert Realtors, Morris Plains, NJ

2003 –2005

Launched technology solutions that spanned training and information management arenas for the entire sales force of over 15,000 users. Met with key stakeholders to gather business and functional requirements and then coordinated with vendors and developers to deploy systems that fulfilled these needs. Performed change management and executive education during launch of systems to ensure that end-users successfully adopted the systems.

eLearning System Specialist

- Elicited and documented system requirements using interviews, use cases, and task and workflow analysis.
- Performed vendor/solution selection based on the business requirements.
- Managed the launch of online training to over 15,000 users.
- Designed and maintained the online training portals for our user audiences (including managers, sales agents, employees, and franchise members).
- Liaised with IT department to resolve any technical issues.
- Assisted in redesign of company intranet.
- Conducted orientation sessions of eLearning program to vice presidents, managers, and students.
- Evaluated eLearning development tools to increase efficiency of delivering learning material online.
- Designed and developed SCORM-compliant eLearning courses and related learning materials.

Information Systems Coordinator

- Interviewed key stakeholders to gather and then document user and functional requirements for internal candidate recruitment application.
- Created business process documents for the recruiting department by gathering business process details and business rules. Worked with business users to optimize and control these business processes and determine how to make effective use of the supporting technology systems.

- Managed business change through the design and delivery of in-person training for the web-based recruiting application to managers, VPs, and recruiting staff.
- Analyzed satisfaction of web-based recruiting application using system metrics and user feedback.
- Managed changes to requirements through the effective application of formal change control processes and tools.

Career Counselor

- Determined the recruiting needs of managers and created recruiting schedules to ensure that all internal clients were satisfied.
- Conducted web-based recruiting for sales associates and office staff.
- Assisted in design of training and recruiting reports by gathering stakeholder requirements and liaising with development force.

Education

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

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