

Dylan Kearney

VP, GM, INTEGRATED MARKETING



AREAS OF EXPERTISE

- Product Commercialization
- Go-to-Market Strategy
- Multichannel Marketing
- Project Management
- Corporate Communications
- Training & Education

A creative-thinker turned marketing strategist, Dylan ensures successful commercialization and go-to-market strategies for Canton & Company's valued clients.

Through the nexus of robust strategic marketing experience and aptness for creative storytelling, Dylan effectively positions organizations, services, and solutions by identifying uniqueness and championing disruption.

Over the past decade, Dylan has led successful multichannel marketing campaigns throughout the entire healthcare continuum including to payer organizations, community and national chain pharmacies, community health centers, providers, and patients.

Committed to supporting the strategic goals of organizations spanning many industries and specialties, Dylan has led collaborative marketing initiatives to generate sales enablement and product utilization with leading corporations such as McKesson, AmerisourceBergen, and Walmart.

Educated as a visual storyteller in professional media arts, Dylan leverages a unique perspective and vantage point to effectively "tell the story" of organizations through strategic planning, corporate communications, digital marketing, and multimedia production.

Prior to joining Canton & Company, Dylan served as Marketing Manager for SinfoníaRx, a national leader in medication therapy management, where he developed end-to-end creative marketing strategies to support growth of national payer relationships, continued product utilization, and patient engagement.

Dylan also served as Marketing Director for Tabula Rasa HealthCare (NASDAQ: TRHC), where he was responsible for the execution of strategic marketing campaigns to drive lead generation and customer retention across pharmacy, payer, and pharmaceutical business segments.

A proclaimed "doer", Dylan has also been recognized as an effective and collaborative leader of individuals who is committed to the shared success of teams, organizations, and partners.

Representative Accomplishments

Deployment of multichannel marketing and branding, including design and video production, sales collateral, and digital training to support the launch of leading medication therapy management technology solution, RxCompanion™.

Proven commercialization and go-to-market strategies executed for a top pharmaceutical wholesaler resulting in 80% conversion of total addressable market.

Multi-year development of national outreach campaign for the American Pharmacists Association (APhA) Foundation to support digital patient engagement as part of the CDC's National Diabetes Prevention Program.

Successful operational planning and optimization, evident in recorded two-fold increase in Marketing productivity (pharmacy business segment) during tenure at publicly-traded company Tabula Rasa HealthCare (NASDAQ: TRHC).

Led large scale marketing campaigns to support population health through COVID-19 testing equipment provided by eTrueNorth and the United States Department of Health and Human Services.

Representative Publications

- Kearney, Dylan. "Managed Content is Key." PrescribeWellness Blog, June 2022
- Kearney, Dylan. "Patient Care – a Two-way Street." PrescribeWellness Blog, May 2022
- Kearney, Dylan. "The Mobile App: A Must-have for Pharmacies." PrescribeWellness Blog, May. 2022
- Bingham J, Rojas H, Urban-Tovar A, Davis L, Boesen K, Schnackenberg J, Kearney D, Madhat F. Exploring the perceived value of the patient engagement center patient relationship management solution in a pharmacy setting. Paper presented at: American Pharmacists Association Annual Meeting; March 2021
- Leal, Sandra. "Expanding COVID-19 Vaccine Support Services." ComputerTalk For the Pharmacist, Jul. 2021 (contributing author)
- Leal, Sandra. "Medication Safety: The Key to an American Health Crisis." Pharmacy Times, 4 Jan. 2021 (contributing author)
- Inocencio, Darya. "The Results: COVID-19 Testing and Accessibility of Care." ComputerTalk For the Pharmacist, Aug. 2020 (contributing author)

Awards and Affiliations

- Organizational Pillar Award – Excellence in Business Improvisation, SinfoníaRx, 2019
- Organizational Pillar Award – Recognition of People Empowerment, SinfoníaRx, 2017
- Creative Achievement Award, The University of Arizona, 2015

Education

BFA, Media Arts Production, The University of Arizona

Professional Studies Coursework, Drexel University