

PAULA REECE

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DATA & ANALYTICS LEADER

AI Strategy | Enterprise Data Governance | Commercial Technology Transformation

EXECUTIVE SUMMARY

Data and AI strategy executive with 10+ years driving enterprise-wide data transformation, governance, and innovation across healthcare and pharmaceutical organizations. Expert in building scalable data ecosystems that unite commercial operations, clinical insights, and AI-driven automation to accelerate business outcomes. Known for architecting enterprise MDM strategies achieving 20% accuracy improvements, implementing AI-powered platforms delivering 25% efficiency gains, and establishing data governance frameworks that enable compliant, insight-driven decision-making. Proven ability to bridge technical execution with C-suite strategy, leading cross-functional teams through complex data modernization initiatives that deliver measurable ROI.

CORE CAPABILITIES

Strategic Data Leadership | AI & Machine Learning Strategy | Enterprise Data Architecture | Master Data Management & Governance | Commercial Technology Platforms (CRM/CLM/Veeva) | Predictive Analytics & Data Science | Digital Transformation & Change Management | Cross-Functional Executive Alignment | Team Building & Talent Development

SELECT ACHIEVEMENTS

- Architected enterprise MDM transformation leading 20+ person global team, achieving 20% data accuracy improvement and 30% reduction in manual processing across \$XB pharmaceutical portfolio
- Implemented AI-powered CRM automation and intelligent segmentation, improving field engagement efficiency by 25% across 500+ users and accelerating adoption to 85%+ across 5 therapeutic areas
- Delivered \$2M in operational value through digital enablement strategy, analytics-driven decision frameworks, and data governance implementations
- Established enterprise data governance council aligning Commercial, Medical Affairs, IT, and Compliance on unified data standards and HIPAA-compliant analytics architecture

PROFESSIONAL EXPERIENCE

TAKEDA PHARMACEUTICALS — LEXINGTON, MA

Associate Director, CRM / CLM Optimization Lead | 2024 – Present

- Own the end-to-end commercial CRM and CLM operating model supporting a multi-billion-dollar U.S. Medical and Commercial portfolio across 500+ field users and five therapeutic areas.
- Translate commercial and medical strategy into scalable CRM capabilities that prioritize execution efficiency, compliance, and field adoption.
- Reengineered engagement workflows and targeting logic using advanced automation and predictive analytics, improving field productivity by 25%.
- Designed and implemented role-based adoption frameworks sustaining CRM utilization above 85% while reducing administrative effort by 30%.
- Integrated CRM with master data platforms, marketing automation, content operations (MA/MLR), and omnichannel governance to deliver consistent customer engagement.
- Serve as strategic connector across Commercial, Medical, IT, Data Science, and Compliance to ensure technology investments deliver measurable business outcomes.
- Partner with VP-level leaders to align go-to-market execution, data strategy, and operational capability roadmaps.

Senior Master Data Management Operations Manager | 2021 – 2024

- Led enterprise master data operations as a foundational commercial capability supporting sales, medical, digital, and analytics teams globally.
- Built and managed a global organization of 20+ data stewards, establishing governance standards, SLAs, KPIs, and performance management frameworks.
- Delivered a 20% improvement in data accuracy and a 30% reduction in manual processing through automation, quality controls, and workflow redesign.
- Designed and operationalized an enterprise data governance framework adopted as the standard across commercial functions.
- Architected master data infrastructure integrating CRM, ERP, EHR, Salesforce, and Veeva ecosystems.

- Established enterprise customer, patient, and provider data products enabling consistent segmentation, targeting, and measurement across omnichannel initiatives, improving campaign performance by 35%.

Interim Innovation & Strategic Program Lead (TIDE Rotation) | 2023 – 2024

- Selected for enterprise rotation to accelerate digital operating maturity within our Rare Disease Business Unit for technology, process, and governance modernization.
- Led digital enablement initiatives increasing tool adoption by 40% through user-centered design, change management, and operating model refinement.
- Generated \$2M in operational value through process optimization, analytics-supported decision frameworks, and organizational redesign.
- Collaborated with C-suite and senior leaders to define and execute digital strategy roadmaps aligned to enterprise priorities.

Master Data Management Operations Manager | 2019 – 2021

- Modernized MDM architecture, operating procedures, and governance models to support commercialization readiness and product launches.
- Established enterprise identity management standards enabling omnichannel orchestration and engagement analytics.
- Built real-time data quality dashboards improving transparency, accountability, and operational decision-making across commercial systems.

IQVIA — LEXINGTON, MA

Consultant Team Lead | 2018 – 2019

- Led client-facing consulting teams delivering commercial analytics, CRM optimization, and revenue operations initiatives for pharmaceutical manufacturers.
- Managed a \$3M portfolio of engagements, ensuring on-time, on-budget delivery and strong client outcomes.
- Improved forecasting accuracy by 15% through enhanced data ingestion models, validation frameworks, and predictive analytics.
- Directed solution delivery from requirements definition through implementation, aligning commercial strategy with technical execution.

TRINITY HEALTH — LIVONIA, MI

Data Governance Analyst | 2015 – 2018

- Built foundational data governance and healthcare interoperability frameworks across a 25+ hospital integrated delivery network.
- Established HIPAA-compliant data handling protocols, patient identity management standards, and cross-system integrity controls.
- Designed enterprise data quality reporting and remediation processes adopted system-wide.
- Partnered with clinical and IT teams to ensure EHR and EMR data readiness for analytics and population health initiatives.

LEADERSHIP & INFLUENCE

- Trusted advisor to C-suite and senior leaders translating commercial strategy into data-driven operational execution
- Proven people leader with experience managing direct reports and matrixed global teams of 20+
- Lead build/buy/partner decisions for data platforms and analytics investments; manage multi-million-dollar technology budgets
- Drive enterprise change initiatives across Commercial, Medical, IT, Legal, and Compliance stakeholder groups

EDUCATION

Master of Science, Data Science (In Progress, Expected 2026) | Boston College – Chestnut Hill, MA

Bachelor of Science, Biochemistry | Madonna University – Livonia, MI

TECHNICAL EXPERTISE

Data Platforms & Architecture: Salesforce, Veeva CRM/CLM (Admin Certified), AWS, MDM Platforms (Informatica, Reltio), Databricks

Analytics & Data Science: Python, SQL, R, Tableau, Power BI, scikit-learn, XGBoost, pandas, NumPy, Statistical Modeling, Machine Learning, Predictive Analytics

Data Management: ETL & Data Pipeline Design, Master Data Management, Data Governance Frameworks, Data Quality & Lineage, HIPAA Compliance

Healthcare Systems: HL7, FHIR, EHR/EMR Integration, Healthcare Interoperability Standards, Data Management

Methodologies: Agile/Scrum, Jira, Confluence, Process Automation, Change Management, Digital Transformation