

Christel Koos

MBA • PMP • LSSGB

CONTACT & LINKS

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SKILLS

- Digital Strategy
- Project/Program Management
- Web Design & Management
- Digital Systems Integration
- Marketing Technology
- Presenting
- Graphic Design
- Digital Automation
- Video Production
- UX/CX Design & Mapping
- Artificial Intelligence
- CRM, CMS, LMS Management

EDUCATION

MBA

Master of Business Administration
Webster University • 2012

BBA

Bachelor of Business Administration
Northwood University • 2009

PMP® Certification

Project Management Professional
Project Management Institute • 2023

LSSGB

Lean Six Sigma Green Belt
Project Management Academy • 2023

Digital healthcare professional experienced at guiding global, cross-functional teams in developing, delivering, and integrating innovative digital technologies, marketing strategies, and large-scale global digital projects. Highly specialized at sourcing and managing digital technology to enhance efficiency and drive value for both internal and external stakeholders. Results-driven leader with experience data analyzing KPIs across platforms and presenting actionable insights to C-level leadership to drive strategic decision-making. Managed and led teams, including internal stakeholders, partners, and vendors, to promote collaboration and business impact. Extensive expertise cross-collaborating in a highly regulated environment, creating/managing budgets, and working with legal, regulatory, and quality teams.

PROFESSIONAL EXPERIENCE

Senior Digital Manager (Global)

Haemonetics Corporation

2016 – 2025: Promoted 3 times over 9 years of tenure. Held global roles within Digital Services, Digital Marketing, Digital Instructional Design, and Product Training realms.

- Led the strategy, development, and execution of innovative digital solutions to overcome organizational challenges, elevate customer experiences, and optimize resource utilization.
- Spearheaded global, enterprise-wide digital initiatives, driving efficiency, innovation, and digital transformation.
- Oversaw and managed the Digital Marketing department, MarTech, and websites, including development, content strategy, hosting, and performance optimization, ensuring seamless user experiences.
- Designed and implemented data-driven digital strategies and platforms, leveraging analytics to maximize impact, engagement, and adoption.
- Provided cross-functional leadership, aligning initiatives with business objectives to drive measurable impact and long-term growth.

Board of Directors

Project Pride

2023 – 2024: Strengthened leadership and nonprofit skills while deepening passion for diversity, equity, and inclusion.

- Played an active role in advancing the organization's mission to foster inclusivity, advocacy, and community engagement.
- Collaborated with fellow board members to develop strategic initiatives and onboard digital solutions to maximize efficiency.
- Through public speaking, event planning, and stakeholder engagement, improved fundraising efforts and expanded outreach programs to support the region's LGBTQ+ community.

RECOGNITION

- 2024: "Make It Matter" Award Nomination by Regional Marketing Manager
- 2023: "Make It Matter" Award Nomination by VP of Global Hospital Marketing & Strategy
- 2021: "Make It Matter" Award Nomination by VP Plasma Marketing
- 2021: "Make It Matter" Award Nomination by VP Blood Center Marketing & Sales Operations
- 2019: MVP Award issued by PMO Director
- 2016: Haemonetics Engage & Achieve Award issued by Director of Global Product Support

RECOMMENDATIONS

Chief Information & Data Officer @ Haemonetics Corporation

"Christel is an innovative, hands-on, can-do digital leader. Tech savvy and collaborative, she brings expertise and follow-through to everything she does. Whether it's mentoring interns, working through technical issues with MSPs, formulating requirements with commercial stakeholders or navigating the legal and regulatory landscape, Christel excels at everything she does, and she is a joy to work with."

Senior Director of Technical Operations @ Cytiva (Danaher)

"I worked with Christel directly for many years at Haemonetics and she's a standout. She jumps in with both feet to find innovative (& customer-centric) technical solutions for a variety of business issues. She's also an absolute pleasure to work with and her enthusiasm is contagious. True team-player in the best sense of the word, as well as great leader. Any organization would be very lucky to have her!!"

Principal Designer @ Planet Innovation

"... Christel is an exceptional leader with the ability to guide teams through complex challenges, especially in fast-paced environments that require managing multiple projects and competing priorities ..."

President

Koos Marketing

2011 – 2016: Delivered expert marketing consulting and design services, specializing in website development, brand strategy, and promotional planning.

- Provided comprehensive marketing consultative and design services, through brand strategy, marketing automation, communications, market research, SEO/SEM, and promotional planning.
- Collaborated with clients to develop tailored marketing solutions and executed campaigns to enhance brand visibility.
- Oversaw all aspects of business operations, including client relations, project management, and marketing material development.
- Ensured the delivery of high-quality results aligned with clients' goals and objectives.

Prior to 2011: Experience in video production, project management, marketing, promotions, and business/operations management.

ACCOMPLISHMENTS

Website Management & Development

26 GLOBAL WEBSITES
launched in 4 years (incl. updates)



Learning Management Systems (LMS) & eLearning Development

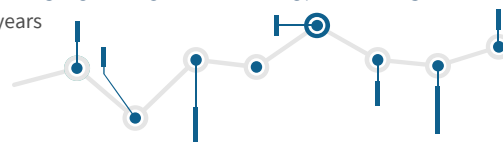
99% USER APPROVAL RATING **WITH OVER 250,000** LOGINS
in 2 years

Continuous Improvement

Close to **\$1M** DOLLARS SAVED
Leveraging newly introduced digital platforms and content: LMS/elearning, Resource Center, Webinar Training Portal, videos.

Enterprise-Wide Digital Platform Management & Integration

8 SYSTEMS ONBOARDED & INTEGRATED
within 5 years



Web Analytics • Digital Automation • CMS • Digital Asset Management • LMS • Marketing Automation