



Al Matesic

Technology Leader · AI Enablement · Omnichannel & MarTech

Hillsdale, NJ · hello@almatesic.com · almatesic.com · linkedin.com/in/almatesic

I build technology functions, and the AI systems that make them faster. Twenty years in pharma and health marketing, across rare disease, gene therapy, neuro and oncology brands. I set the standards, governance and operating model that turn creative work into deployed, compliant product, and I stay hands-on across web, CRM, Veeva, Salesforce Marketing Cloud and the wider MarTech stack.

EXPERIENCE

VP, Technology Director · Propel Health Communications, New York

2023 – Present

Built and lead the technology function for an independent pharma communications agency.

- Built the technology function from a blank slate: team structure, technology standards, delivery workflow and the operating model now serving 7+ pharma brands.
- Oversaw 100+ production deployments in 2025 across websites, CRM and RTE email, Veeva, Salesforce Marketing Cloud and interactive virtual assistants.
- Leading a 2026 product launch with three simultaneous website builds, full CRM and RTE email campaigns and a conference-ready interactive virtual assistant.
- Designed and led the AI governance program, from policy audit and business case through committee approval and a phased rollout.
- Built an AI email QA agent on Microsoft Copilot Studio and Power Automate that cut QA time per asset from about 45 minutes to under 5.
- Created a five-gate vendor authorization process with security, compliance and operational review for all software entering the agency.
- Built an internal operations portal on React, TypeScript and Supabase with row-level security and MFA, adopted beyond the technology team.
- Primary technology partner to client IT teams, including direct infrastructure ownership where clients delegated server control.
- Lead infrastructure, applications and AI enablement, plus two offshore development pods.

Technology Director · Digitas Health, Philadelphia

2022 – 2023

Directed technology delivery across pharma client engagements within Publicis Health; led a team of Technology Managers.

- Advised clients on MarTech platform selection and optimization, aligning product roadmaps with business goals.
- Scoped large engagements, authored SOWs and managed technology budgets and staffing forecasts.
- Partnered with client IT, marketing, CX and promotional review teams, and drove SDLC adherence across the practice.

Senior Digital Producer · McCann Health, New York

2020 – 2022

End-to-end digital delivery within IPG Health for Janssen (Tremfya, Stelara) and AbbVie (Rinvoq, Skyrizi).

- Owned scope review, budget estimation and project planning; led UAT, set QA standards and served as technical liaison to vendors.

Founder & Managing Director · SWAMP80 Digital Agency, New Jersey

2012 – Present

Independent digital agency; senior technology owner across healthcare, insurance and B2B engagements.

- Technology lead for independent physician associations, health insurers and a New York State DSRIP initiative serving upstate hospitals.
- Full P&L ownership, from business development and pricing through delivery and a network of contract specialists.

Web Developer / Digital Project Manager · MWW, New York

2010 – 2012

Nikon, Volkswagen, McDonald's, Virgin Airlines, Sara Lee. Project execution, process improvement and web server administration.

Lead Web Developer / Digital Project Manager · Spire Metrics, New Jersey

2006 – 2010

Takeda Pharmaceuticals, Johnson & Johnson, Cardinal Health. Information systems architecture, vendor management and technical consulting.

TECHNOLOGY

AI & automation: Claude and Claude Code, Microsoft Copilot Studio, Power Automate, Cursor, GitHub Copilot, ChatGPT, OpenAI API

MarTech & pharma: Veeva (CRM and RTE), Salesforce Marketing Cloud, Marketo, ActiveCampaign, HubSpot

Data & infrastructure: GA4, BigQuery, AWS, Supabase, Docker, GitHub, Netlify

Security & compliance: SSO, MFA, OneTrust, AWS WAF, row-level security, HIPAA-aware architecture, vendor risk review

Web & application: Next.js, React, TypeScript, Tailwind, WordPress, PHP

EDUCATION

Bachelor of Science, Computer Science · William Paterson University

2002

WHAT DRIVES ME

Technology should make complex things feel simple and human things feel amplified. I'm at my best building something new, whether that's a team, a process, a platform or a practice. If I can't build it, I don't get to lead the people who do.