JOHN PANAGIS

AI & Digital Transformation Executive | Regulated Life Sciences

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AI and digital transformation executive with 20+ years in regulated pharmaceutical and healthcare marketing and 15+ years leading teams, including network-level, matrixed programs across Omnicom Health. Currently lead applied AI for Wildtype Health and serve as an AI Accelerator for OmniAI, Omnicom's enterprise agentic platform. Built the operating model, governance, and training that moved an agency from a centralized AI team to self-serve adoption by hundreds of people; designed a 10-agent system for AstraZeneca brand workspaces with human-in-the-loop controls aligned to MLR standards; delivered an 85% cost reduction in select production workflows. Scientific-communication work with clinicians earned a Cannes Bronze Lion and publication in Neurology: Neuroimmunology & Neuroinflammation.

CORE COMPETENCIES

AI/Digital Strategy & Investment Roadmaps · Responsible AI & Model Governance · Human-in-the-Loop Oversight · Enterprise Enablement & Change Leadership · Agentic Workflows (MCP, RAG, Agent Skills) · Omnichannel HCP Engagement · Modular Content & DAM · Insight Synthesis & Analytics · MLR / Regulatory Compliance · Omnichannel Platform Strategy (Veeva CRM, CLM, Approved Email) · Portfolio Prioritization & Benefits Realization · Executive Stakeholder Leadership

EXPERIENCE

SVP, Human Insights and AI Solutions – Wildtype Health (Omnicom Health)

Feb 2025 – Present

AI Accelerator, OmniAI · Digital Fusion Advisory Board · AI lead, AstraZeneca account

- Set the AI and digital strategy for the agency and contribute to Omnicom Health's enterprise AI direction as an AI Accelerator for OmniAI and member of the Digital Fusion Advisory Board; author client AI roadmaps, including a current-state-to-2030 AI strategy for an AstraZeneca brand.
- Capability building at scale: moved the agency from a centralized AI team to a self-serve enablement model with role-based training, playbooks, an AI Champions program, capability demos, and competitive sprints. 495% increase in AI utilization across hundreds of employees within four months of deployment.
- Use case to product: designed the AstraZeneca agentic ecosystem, ten brand-agnostic, knowledge-base-driven agents (persona, brief, competitive analysis, compliance, transcript analysis, copy, tactical planning, omnichannel insights, timeline, onboarding) with human-in-the-loop review at each step.
- Responsible AI: build governed, compliance-ready AI offerings within and outside Omnicom's proprietary platforms for HCP and patient content; designed compliance-review agents and oversight controls aligned to medical, legal, and regulatory (MLR) standards.
- Value realization: 85% cost reduction in select production workflows and 25% increase in key tasks across disciplines in under one year by automating rote work such as competitive intelligence and research-readout analysis.
- Client adoption: direct client AI investment by calibrating solutions to automation maturity, regulatory constraints, and existing systems. Implemented custom Adobe Firefly model workflows at Novocure, an 800% + efficiency gain on icon design and $250,000+ in augmented photo-shoot value.
- Insight infrastructure: lead the Human Insights division as a research center of excellence; built digital-twin and persona agents on a proprietary HCP and patient behavioral data lake for synthetic research; created the Octonion analysis, an eight-dimension heuristic framework for ecosystem effectiveness.
- Platform standards: author enterprise standards for Omnicom's agentic platform, including system prompts and Agent Skills for governed, on-brand document generation across the network.

SVP, Experience Strategy · VP, UX Lead – Harrison & Star (Omnicom Health) Jun 2014 – Feb 2025

- Led UX and experience strategy for global pharmaceutical clients including Gilead, Merck, Pfizer, AstraZeneca, BMS, Genentech, and Takeda, supporting launch and growth of remdesivir, the Merck diabetes portfolio, immunotherapies, and PrEP across HCP and patient channels.
- Led qualitative and quantitative research with HCPs and patients (usability testing, interviews, competitive, heuristic, and human-factors analyses) and translated findings into strategy and measurable design decisions.
- Advised the Digital Leadership Council on organizational and financial growth opportunities; identified and evangelized emerging technologies, and spearheaded the agency's first proprietary AI frameworks and multi-dimension heuristic evaluations.
- Built and delivered the agency curriculum on UX design, UX writing, and emerging digital technology; managed, coached, and developed UX and UI designers through performance metrics and development plans.
- Partnered with Stephen C. Krieger, MD (Mount Sinai) on The Topographical Model of Multiple Sclerosis: Cannes Bronze Lion (2016) and contributor to the peer-reviewed publication in Neurology: Neuroimmunology & Neuroinflammation.

SVP, Creative Director – Harrison & Star (Omnicom Health) May 2012 – Jun 2014

- Led a team of 35 across launches in oncology, cardiology, neurology, dermatology, gastroenterology, primary care, and endocrinology.
- Won agency-of-record for five brands, $26M in new revenue (one-third of agency annual revenue); identified the need for a UX discipline and founded, staffed, and ran the department.

VP, Digital Creative Director – Harrison & Star (Omnicom Health) Mar 2010 – May 2012

- Ran the digital design and front-end development group across mobile, web, app, social, and convention experiences; raised agency-wide digital acumen through a curriculum and workshop program and refined the agency's digital delivery process.

VP, Digital Creative Director – FCB Healthcare Nov 2007 – Mar 2010

- Defined and built a new digital service offering, growing a team of 100+ over two years; pitched, won, and launched digital campaigns for Januvia, Atripla, Nuvigil, and Spiriva, growing digital revenue organically through a recession.

Earlier: Creative Director, Fearless Concepts (2004–2007); User Experience Lead, Omnipod (2000–2004), where the product became Google Talk; motion and web design roles (1998–1999).

RECOGNITION, PUBLICATION & SPEAKING

- Bronze Lion, Cannes Lions International Festival of Creativity, 2016 — The Topographical Model of Multiple Sclerosis
- Contributor, Krieger SC, et al. The topographical model of multiple sclerosis. Neurology: Neuroimmunology & Neuroinflammation, 2016.
- Speaker, AstraZeneca Future Patient Summit 2030
- Member, Digital Fusion Advisory Board (DFAB), Omnicom Health · Certified in Omni Foundations, Annalect (2023)

TECHNICAL

Hands-on with Claude API and Agent SDK, AWS Bedrock, RAG, Model Context Protocol (MCP), Agent Skills and context engineering, Adobe Firefly custom models, Figma; FastAPI, Next.js, PostgreSQL. Set omnichannel HCP strategy and content requirements for programs delivered through Veeva CRM (Salesforce platform), CLM, and Approved Email.

EDUCATION

BFA, Graphic Design — Rhode Island School of Design, 1998

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