



DEPAUW  
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# The McDermond Center Industry Insight Panel: Marketing

Tuesday, February 23<sup>rd</sup>, 2021

4:00 PM – 5:00 PM

Zoom



## Kyle Moore '11

*US Diagnostics Marketing Manager, Roche*

Kyle Moore graduated from DePauw University as an effective communicator who had a vast agility for learning, particularly in process-driven and solution-oriented environments. He harnessed this skill set to obtain a job with Eli Lilly Company immediately following commencement and the completion of a double major in Religious Studies and Philosophy. In addition to his academic accomplishments in his undergraduate career, Kyle was also a member of Phi Kappa Psi Fraternity and spent

Winter Terms as an intern with the men's basketball team, traveling across Europe and taking financial courses on campus.

Kyle Moore is currently employed at Roche Diagnostic Company where he began a new role in December 2020 as the SARS-CoV-19 Rapid Antigen Strategic Launch Marketing Manager. Prior to joining Roche, Kyle held the position of US Alzheimer's Commercialization, while working at Eli Lilly and Company. Kyle's pharmaceutical experience at Eli Lilly also saw him hold the following roles - US Oncology Brand Marketing, Global Marketer PRA Strategy and Capabilities, Global Marketer Osteoporosis, and Pharmaceutical Sales Account Executive. To further Kyle's professional and academic careers, he has recently accepted an offer to attend IU School of Public Health Masters of Public Health with a focus in Epidemiology. More than anything, DePauw University taught Kyle the value of authenticity in all personal, academic and professional endeavors.



## Anastasia Anderson '03

*Manager, Associate Account Executive, Amazon Advertising*

With more than 16 years in Chicago's media industry, Anastasia is motivated by helping standout talent break into the world of Amazon and e-commerce. After spending 3 years agency side at Starcom Worldwide, Anastasia dedicated 10+ years in media sales at Woman's Day Magazine and People Magazine.

In 2016, she transitioned to Amazon Advertising and now runs a 6-month AE training program, hiring directly from colleges and universities. Anastasia holds a BA in communications from DePauw University in Greencastle, IN. She is fueled by Diet Coke, her 3-year-old son's laugh and travel with her husband.



## **Adam Gilbert '10**

*Head of Partnerships and Performance, Initiative*

Adam Gilbert, Class of 2010, is Head of Partnerships and Performance for the Midwest out of Chicago on behalf of Initiative Media, a full-service media planning, buying, and strategy agency that is a part of Interpublic Group (IPG) - one of the big four global advertising holding companies. In his role, Adam oversees over \$700 million in cross-channel advertising investments for clients including Salesforce, Gilead Sciences, CB2, Citrix, Boeing, and more.

His role further covers audience data strategies, marketing technology applications, analytics, and performance optimization. Past clients have also included Uber, Hardee's / Carl's Jr., and Tyson. Prior to his role at Initiative, Adam led global media investment for Hewlett Packard at Omnicom, another "big 4" holding company. In 2019, Adam was selected as one of Crain's Chicago Business Notable LGBTQ Executives for his efforts in Diversity and Inclusion at work and the larger LGBTQ community in Chicago. Adam also received his Master's in Business Administration from the University of Chicago Booth School of Business in 2015 in Marketing, Statistics, and Economics.



## **Guillermo Amezcua '03**

*Area VP of Marketing & National Account Sales, Baxter International Inc.*

Guillermo Amezcua is Area Vice President of Sales and Marketing for Baxter Healthcare's U.S. Renal business. As part of this role, Guillermo leads a team responsible for overall sales of dialysis products and services with large national customers. Secondly, Guillermo oversees downstream marketing for the peritoneal dialysis (PD) business, which drives growth of the therapy by focusing closely on the readiness of health care professionals, patients, and ecosystem needed to live well on PD therapy supported by Baxter. Lastly,

Guillermo is responsible for deal management and profitability across all Renal business segments. This multi-faceted combination of responsibilities aligns key aspects of the business onto one team to drive optimal speed, collaboration, and impact for Baxter and customers.

Guillermo has been with Baxter for fourteen years and has spent time leading several parts of the business including sales, marketing, operations and finance across the Renal and Hospital Products businesses. Prior to joining Baxter, Guillermo worked in Commercial Banking serving clients in the middle market healthcare service and food industries. Guillermo earned his MBA from Kellogg School of Management and BA in economics from DePauw University. Outside of work, Guillermo serves on the Community Leadership Board for the American Diabetes Association of Illinois and actively speaks about addressing clinical and social disparities affecting the kidney community in the U.S. Guillermo lives in Illinois with his wife and two children.