

# **Stu Klein**

**Managing Director**  
**Lowe Consumer Healthcare**

**For the first 18 years of his career, Stu worked with some of the premier consumer marketers in the industry, including Procter & Gamble, Ralston-Purina, Nestle, Citibank and Campbell's. Then, realizing that the pharmaceutical industry was drawing him into a somewhat higher calling, Stu became President of Quantum, and led the agency to being named DTC Mid-Sized Agency of the Year in 2002-2004. During his tenure at Quantum, Stu led the development of some of the more memorable DTC campaigns of this era for brands such as Claritin, Clarinex, Levitra and Crestor.**

**Stu was also asked to present to DDMAC twice, once to present examples of DTC that reflected the proposed changed DTC guidelines, and a second time to present the findings of a study that analyzed discussions of DTC in exam rooms between patients and their physicians. In 2005, Stu continued his development as a pharmaceutical marketer, and made the jump to the professional side to become CEO of KPR. Stu now heads Lowe Consumer Healthcare, a leading DTC/OTC communications agency.**

**Over the past 8+ years working with the pharmaceutical industry, Stu has had the opportunity to develop DTC and/or professional communications for over 50 brands across approximately 20 different therapeutic areas.**

[Click Here to Ask Stu Klein a Question – Questions will be addressed live at the DTC in the Era of Consumer Choice Conference. Don't miss this chance to shape the agenda and have your questions answered by industry experts!](#)