

BIO

As global media director for all of Digitas, Carl leads a department that has become one of the top buyers of digital media in the country and is responsible for developing and executing the media, events, sponsorships, and partnerships that drive clients' acquisition and branding efforts. Carl also leads the digital marketing group, overseeing all interactive marketing efforts from online advertising to emerging channels. Carl has experience in all forms of media planning and buying and is often sought out by the industry to address the topic of the evolving media landscape. Carl also has extensive experience in the pharmaceutical category, including Pfizer, Roche, AstraZeneca, Glaxo Wellcome, and Merck. Carl's experience is across many therapeutic segments and new product launches.

Prior to joining Digitas, Carl was executive vice president/director of media services at Wunderman. During his 16-year tenure there, Carl managed all direct response media activities for the company. Carl has a BA from Fairleigh Dickinson University.

BLURB

Health Care marketers are faced with a plethora of media choices to market their brands through. No doubt that consumer media choices are changing and providing more opportunities for consumers to control how, when and where they receive brand information. This has a profound impact on DTC marketing. This seminar will

examine the media opportunities that Health Care marketers have that go beyond traditional broadcast in the media mix and how to weigh these options for the greatest return on their investment.

[Click Here to Ask Carl Fremont 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!](#)