

## *Inductee*



### Len Tacconi

Len Tacconi is currently the Global Brand Director for Obesity at Merck. Mr. Tacconi has over 25 years of hands-on management experience in all aspects of the marketing function with successful careers in Financial Services, Consumer Packaged Goods/Services, and Pharmaceutical industries.

Before joining the Merck again in 2007 after a break as President of Discovery Health Media Enterprises where he ran two cable TV Channels (Discovery Health & Fit TV), a Health Web Portal and CME business, he created the consumer-facing Corporate Marketing function for Public Affairs. This led to Merck's "Patients First" Corporate Reputation Campaign. In 2006, he was asked to create the Company's first "Innovation Office" again back in US Human Health. He currently holds the position of Global Brand Director for Obesity at Merck.

Len was appointed executive director, Corporate Communications at Merck on January 1, 2004. This role encompasses functional areas within Public Affairs that include External Corporate Communications, Corporate Reputation Management, Social Responsibility Program Communication, and the Merck Publishing Group. Len led the “Communicating about

Merck” project to investigate opportunities for Merck to enhance the image and reputation of the Company in the US market. This project led to the approval to develop and implement Merck’s first corporate communication’s campaign which we have named ***Patients First***, and a number of related projects among Merck subsidiaries worldwide.



Prior to coming to Public Affairs in January 2003, Len was the executive director of Integrated Marketing Communications and directed the planning and implementation of marketing communications for a number of US Human Health brands across all customer channels. He also supervised the planning, buying and measurement of all US media, and led a Business Technology team that guided the development of database systems, decision support software development, telemarketing operations and Internet site development for the USHH.

Len joined Merck in 1997 to establish the Consumer Marketing Center of Excellence. Consumer Marketing supported 11 products with integrated consumer communications and influenced millions of patients to visit their physician to discuss Merck products.

Prior to joining Merck, Len had a successful career with Weight Watchers International as Vice President of Marketing and Telecommunications and Vice President and Chief Operating Officer of one of their independent franchises in two Midwestern states. Len began his career with Manufacturers Hanover Trust Company (now JP Morgan Chase) leaving as an Assistant Vice President in marketing.

Mr. Tacconi was educated at St. John's University's School of Business in NY and received both a BS in Marketing and MBA in Marketing Management.

