

Inductee

Matt Giegerich

Matt Giegerich is president and chief executive officer of CommonHealth, the world's leading healthcare-communications network. A WPP Group company, CommonHealth has 14 individual units worldwide, with a headquarters based in Parsippany, NJ.



Mr. Giegerich joined the CommonHealth organization in 1991 as a senior account executive. In 1997, he was instrumental in the launch of The Quantum Group, the largest agency in the U.S. devoted exclusively to direct-to-consumer advertising, and in the relaunch of The Xchange Group two years later. Before being named to the post of president-CEO, he was one of three managing partners of CommonHealth.

Mr. Giegerich has broad experience across multiple healthcare markets, audiences and media, and has helped shape the integrated-systems-thinking that permeates CommonHealth's client-focused philosophy. Over the years, his responsibilities have included account management, agency planning and the international coordination of the many WPP companies involved in healthcare.



Mr. Giegerich began his healthcare-communications career at Dugan/Farley Communications in 1986 while still a student at Ramapo College, from which he received a B.S. in Marketing. In recent years he has served as a director of Charity Navigator, a new non-profit organization working to establish an internationally recognized ranking system for charities.

Mr. Giegerich is recognized as one of the foremost authorities on the topics of healthcare marketing and communications. He has served as a keynote speaker at pharmaceutical training seminars on DTC and multi-cultural marketing and has been lauded as an industry leader in such publications as *Advertising Age*, *The Wall Street Journal*, *Med Ad News*, *Medical Marketing & Media* and *PharmaVOICE*. He serves on the advisory board for *Pharmaceutical Executive* and is an active member of the HBA (Healthcare Businesswomen's Association), and The Coalition for Healthcare Communications and is a member of the Healthcare Institute of New Jersey.

Mr. Giegerich and his wife Colleen are the parents of Emma, 16; Sarah, 14; and Hannah, 11. They make their home in Wycoff, New Jersey.

