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Keli Bennett Walbert is a consumer health care marketing expert and consultant. She has over 15 years of experience in developing and leading consumer and managed care marketing teams to drive organization and brand success through creating brand value. Keli helps organizations recognize the strategic significance of the consumer and align to leverage the shifting market forces making the consumer central to the future of health care.

Keli's career accomplishments include creating and leading Abbott's consumer marketing group and launching the blockbuster biologic HUMIRA. In addition, she has served in leadership roles for Draft/FCB, United HealthCare and AmeriGroup. Keli is a frequent speaker and consumer advocate in the pharmaceutical industry. She also currently serves on the Board of Directors for the Health Care Marketing and Communication Association.

Keli has a Bachelor of Arts degree in Journalism from the University of Louisville and a Master of Science in Marketing Communication from Northwestern University in Evanston, Illinois. Keli currently lives with her family in Chicago, IL.

[Click Here to Ask Keli Bennett Walbert 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!](#)