



Multicultural  
Health  
National  
Marketing to a Diverse America

***Outstanding Marketers***

**Of the Year 2016**



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Marketing to a Diverse America

***Tonight's Presenter***

**Scott Ehrlich**



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# ***About the Awards***

*Designed to recognize extraordinary health marketers who drive innovation and work toward better patient health outcomes among the key multicultural populations in America*



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***And now we honor...***

**2016 Outstanding Marketers**



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***Raúl García***



*Director, Diversity and  
Community Relations  
Sinai Health System*



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# *Omar Heredia*



*Brand Manager, Oral Care  
MultiCultural Marketing  
Colgate Palmolive*





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***Kaitlin Sobiesiak***



*Marketing Coordinator  
NYU Lutheran*



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# *Lisa Stockmon*



*Chief Marketing &  
Communications Officer  
City of Hope*





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*Harry Syan*



Bayer HealthCare

*Associate Brand Manager,  
Claritin  
Bayer Healthcare LLC*



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***Baligh R. Yehia, MD, MPP, MSHP***



*Assistant Deputy Under  
Secretary for Health -  
Community Care  
Veterans Health Administration*



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# *Abigail Canlas*



*Associate Director,  
Oncology Marketing  
Boehringer Ingelheim*



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# *Winifred Tracey*



*Senior International Digital  
Manager, Oncology Business Unit  
Boehringer Ingelheim*



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# *Christina Bohn*



*Associate Director  
Multicultural Marketing  
Novo Nordisk*





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# *Sheetal Davitt*



*Director of Marketing,  
Aesthetics  
Valeant Pharmaceuticals*





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# *Lisa Lieberman*



*Director, US Marketing,  
LYRICA  
Pfizer*



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# *Leslie Schaefer*



*Consumer Brand Director,  
INVOKANA  
Janssen*



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***CONGRATULATIONS!***

