



2018

Top 25 DTC Marketers & DTC Hall of Fame Ceremony

PatientPoint. 

DTC
NATIONAL



TOP 25

DTC Marketers of the Year

CONGRATULATES:

Jason Alongi

Consumer Marketing, RESTASIS
Allergan



CONGRATULATES:

Debra D'Amico

Senior Director, Consumer Marketing
Sanofi Genzyme US



CONGRATULATES:

Allison Doyle

Director eCommerce & Flu Trade
Strategy, Customer Solutions
Vaccines Business Unit US
GSK



CONGRATULATES:

Bijal Galloway

Consumer Marketing,
ANORO ELLIPTA
GlaxoSmithKline US Pharma



CONGRATULATES:

Kim Gariepy

Sr Director—Mydayis Commercial
Lead, Neuroscience Business Unit
Shire



CONGRATULATES:

Lise J. Hall

Associate Director of Consumer
Marketing, Lung Cancer Franchise
AstraZeneca Pharmaceuticals



CONGRATULATES:

Allison Harper

Associate Director Patient Marketing,
Insulin Portfolio
Novo Nordisk



CONGRATULATES:

Bill Keller

Vice President of Marketing
Acadia Pharmaceuticals



CONGRATULATES:

Tessy D. Malone

PharmD Senior Director, Marketing,
US Pulmonary
Grifols Inc.



CONGRATULATES:

Kristy Meisler

Director, Patient Marketing
Pfizer



CONGRATULATES:

Karen Newmark

Associate Brand Director,
Consumer/Patient Lead
Teva Pharmaceuticals



CONGRATULATES:

Cindy North

Oncology Consumer Marketing Lead
Bayer



CONGRATULATES:

Eileen Regan

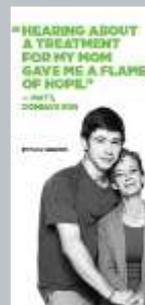
Associate Brand Manager
Eli Lilly & Company



CONGRATULATES:

Jarrett Roth

Associate Director, Oncology
Marketing— Keytruda
Merck & Co. Inc.



CONGRATULATES:

Rodney Spady

Senior Director, Digital Operations,
Global Multi-Channel Engagement
Sanofi



CONGRATULATES:

Beth Wilson

Director, US Marketing
Celgene Corporation



CONGRATULATES:

Jackie Balassone

Director, GI Marketing
Salix Pharmaceuticals



CONGRATULATES:

Bonnie Ben-Shmuel

Director, Planning and Innovation
Pfizer



CONGRATULATES:

Drew Fine

Senior Director Marketing—Aesthetics
Business Unit
Galderma



CONGRATULATES:

Tywana Johnson

Consumer Marketing Director—
Specialty Business Unit
Takeda Pharmaceuticals



CONGRATULATES:

Jennifer McIlvaine

Associate Director, Marketing
AstraZeneca



CONGRATULATES:

Christine Steiner

Associate Director, Marketing
Merck



CONGRATULATES:

Nicki White

Consumer Marketing Manager,
Vaccines
GSK



SHINGRIX
SHINGLES
RECURRENT, PREVENTED

ABOUT SHINGLES | SHINGLES RISK | SHINGRIX | SHINGLES | SHINGLES

SHINGLES DOESN'T CARE. BUT SHINGRIX CAN PROTECT.

From the healthcare provider, learn how your immune system can help
protecting you age. If you want protection against shingles, it
takes more than exercise...it takes SHINGRIX.

SHINGRIX is an FDA-approved vaccine for the prevention of shingles (herpes
zoster) in adults 50 years and older. SHINGRIX is not used to prevent the shingles.

LEARN MORE

WHAT IS SHINGRIX?

SHINGRIX is an FDA-approved vaccine
for the prevention of shingles (herpes
zoster) in adults 50 years and older.

IMPORTANT SAFETY INFORMATION

- You should not receive SHINGRIX if you are allergic to any of the ingredients or had
an allergic reaction to a previous dose of SHINGRIX.
- The most common side effects and signs, symptoms, and reactions of the vaccine are:

CONGRATULATES:

Ilija Zlatar

Director, HBV Marketing
Gilead Sciences



CONGRATULATIONS
to all 2018
Top 25 Marketers and
Hall of Fame inductees!



Script. Script.
Hooray!

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