



**HEALTHCARE
MARKETING SUMMIT**

WEDNESDAY, JANUARY 25, 2017 – THURSDAY, JANUARY 26, 2017

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Meet Our Speakers



Ken Dec
EVP, Marketing and Client Strategy
The Expo Group

Ken Dec is a 30-year healthcare marketing veteran having worked on brands including, Humana, Kaiser Permanente, Nuance Healthcare Solutions, Pfizer, Novartis, CVS, Shire and more for in leadership positions at agencies including Arnold Worldwide and Hill Holliday and experiential marketing firms including George P. Johnson and MC2. He currently leads Marketing and Client Strategy at the Expo Group. Ken is a published author whose articles and opinions have appeared in Pharmaceutical Executive, DTC Perspectives, The Wall Street Journal, New York Times, Ad Age, Adweek, MarketingProfs.com, Journal of Financial Advertising and Marketing and many other media. He is a sought-after speaker having presented at Event Marketer (Summit and EventTech), Exhibitor Show, HCEA, AAAAs, IAB, PhARMA, MITX, JFAM (Journal of Financial Advertising and Marketing), Mobile World Congress, HSMAI (Hospitality Sales and Marketing International), AdClub, NEDMA and other organizations' events.



Jill Wechsler
Washington Editor
Pharmaceutical Executive magazine

Jill Wechsler is a veteran Washington reporter specializing in government policies that affect biomedical research and development, pharmaceutical regulation and marketing, and health care delivery in the U.S. and abroad. She regularly writes about the Food and Drug Administration, Congress and federal and state policies as Washington editor of Pharmaceutical Executive, Pharmaceutical Technology, Applied Clinical Trials, and BioPharm International magazines, all published by UBM. In her career as a writer and editor she has also contributed to a

number of national consumer and specialized publications, including Money Magazine, Good Housekeeping, the Washington Post, Working Woman, American Artist, Cosmopolitan, and Dun's Review.



Michael McLinden
Senior Healthcare Strategist
mck2x

Michael McLinden is Senior Healthcare Strategist for mck2x, a consultancy he founded in 2015. Prior to that, he has held senior-level positions across the agency world, from Medical Writer and Creative Director, to Client Services, to Public Relations and Corporate Communications.

He was co-founder of Mc|K Healthcare, one of the first pharmaceutical agencies to be based in Boston where he served as healthcare market strategist with a specialty in market analysis and planning. Prior to that he served as Managing Director for the Boston office of Lowe Healthcare, an IPG company.

Mr. McLinden holds an MS from the Krannert School of Management at Purdue, and an MBA from TIAS Business School in the Netherlands. He has worked with clients across the US, EU and in China, in categories including Epilepsy (Upsher-Smith, GW Pharma, UCB), Parkinson's Disease (Schwarz Pharma, UCB), Urology (Meditech, Bard, Schwarz Pharma, UroCor, Apple Medical), Women's Health (Vertical Pharma, Upsher-Smith, Meditech), Cardiology (Iroko, PLC, USC Bard, Boston Scientific), and Oncology (MGI Pharma, UroCor, Eisai).

He has written extensively on the subject value creation, brand differentiation and patient engagement, and spoke at the 2014 HCEA Annual Meeting about declining public perceptions of the Pharmaceutical industry under the title , "Coffee Over Co-Pay; How Did it Come to This?"