

FINALISTS

- Wendy Blackburn, Intouch Solutions
- Matt Giegerich, Ogilvy CommonHealth Worldwide
- Matt McNally, Publicis Health Media
- Frank X. Powers, Dudnyk
- Leerom Segal, Klick



GSW is a full-service healthcare communications agency that goes beyond advertising to create personalized brand experiences that involve, inspire, educate and activate people through ongoing brand journeys. As MM&M's 2014 Agency of the Year, GSW turns messages into brand experiences that transform people into success stories. Building partnerships with pharmaceutical, biotech and health-and-wellness clients in 18 major markets around the world, GSW creates marketing solutions through a comprehensive and wide array of services including advertising, digital and closed loop marketing, strategic insight, branding, communications planning, predictive modeling, market access strategies and media and market research. The agency is led by a team of best-in-class marketers who have experience with a variety of stakeholders such as healthcare professionals, patients, caregivers, payers and consumers. For more information, visit <http://www.gsw-w.com>.

Personality

AGENCY MARKETER OF THE YEAR

Marketing executives who have excelled in their roles for any healthcare marketing agency. //Sponsored by GSW

GOLD

Leerom Segal,
CEO, Klick



Duly impressed by Leerom Segal's outstanding career achievements, judges awarded him the top prize in this category for the second year running.

A born entrepreneur and visionary, Segal's accomplishments are indeed impressive. He founded his first company at age 12; served as MotionWorks Group's CTO at age 16; and co-founded Klick in

1997 at age 17.

He's been instrumental in Klick's phenomenal success, helping grow it into \$100 million+ independent enterprise that employs

more than 450. The agency reportedly grew by nearly 40% last year and won 129 awards.

Recent accomplishments include development and launch of MUSE, truly innovative industry events described as "a modern-day salon designed to inspire the Who's Who in health and help connect more dots in healthcare." Events in New York, Chicago, Philadelphia and Boston were packed and well received.

"I'm very impressed with Klick's growth and

Leerom's innovation in starting MUSE," said one judge.

Segal sits on many boards, including the Google Health Advisory Board, and is committed to philanthropy. He's also a highly sought speaker. In the last year alone his speaking schedule included TEDGlobal, the Cannes Lions Health Creativity Festival, Harvard University and Google. He also discussed ideologies profiled in his bestselling book *The Decoded Company* at Twitter's world headquarters.

SILVER

Matt Giegerich,
chairman and CEO, Ogilvy CommonHealth Worldwide



All manner of colleagues sang the praises of Matt Giegerich (in 14 recommendations totaling nearly 3,600 words). All consider him as exceptional leader, visionary, innovator and trusted advisor.

"Matt's contributions via the Coalition for Healthcare Communication are extraordinary," said one judge. "Further, his leadership through the CommonHealth/Ogilvy & Mather merger was exemplary."