

FINALISTS

- Danielle Cascerceri, Publicis Health Media
- Andrew Grojean, Intouch Solutions
- Ellen Homyack, Benchworks
- Megan Mancini, Alliance Health
- Allison Watson, Publicis LifeBrands Evolvr



Artcraft Health is an award-winning full-service health education agency specializing in the creation and development of compelling solutions that are aligned with our clients' strategic imperatives. We work with our clients to develop branded and unbranded strategies and tactics to overcome health literacy barriers and promote effective, innovative outcomes across the healthcare continuum. Internal competencies in content development, medical illustration and animation, design and analytics allow us to create and deliver custom results, from traditional to digital. Our creative process deploys the talents and experience of our exceptional team members to solve our clients' distinct challenges and unmet needs. We provide solutions and services from molecule to market that empower through education. Whatever your particular challenge, we apply our trademarked CARE™ principles to exceed expectations. We leverage our expertise to be a trusted adviser and deliver health education solutions that strategically support you to achieve your marketing objectives.

*Personality*

YOUNG MARKETER OF THE YEAR

*Young marketing executives who have been in the industry for three years or less on April 24, 2015, and who have excelled in their roles for any healthcare industry organization or marketing agency. //Sponsored by Artcraft Health*

GOLD

**Andrew Grojean,** social media manager, Intouch Solutions



Andrew Grojean came to Intouch Solutions as an intern in 2011 with limited social-media experience and zero healthcare experience. He quickly excelled and was hired full-time after graduation in 2012.

Less than a year later Intouch promoted him to social-media analyst. This year he was named social-media manager, leading

social-media technology and support efforts on the social-media insights and analytics team.

"Andrew [has shown exceptional growth] in a

rapidly growing organization," one judge noted.

Accomplishments include work on pioneering and award-winning social-media programs, including Sanofi's GoMeals, Discuss Diabetes and Diabetapedia.

"Andrew is at the cutting edge of our business and is on track to leverage his experience more broadly," a second judge said.

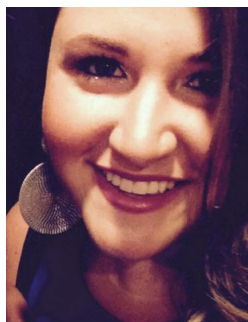
Colleagues described him as an exceptionally talented and enthusiastic young man and an absolute joy to work with.

"Andrew is my go-to for all social media-related questions, help and best practices," one colleague said. "And with a smile on his face [he breaks down] complicated subject matter so that I understand how and why I should be doing something."

Intouch's director of social media, insights and analytics called him an "A-team player," noting his client-first focus, fresh perspective and 100% dedication to every project, challenge and task.

SILVER

**Danielle Cascerceri,** media planner, Publicis Health Media



Numerous colleagues described Danielle Cascerceri as savvy and strategic marketer who motivates those around her and always seeks to improve herself.

Judges were particularly impressed by her expertise and accomplishments, including driving significant results for clients such as Sanofi and helping craft the Publicis Health Media's print planning and buying process.