

Industry Marketer of the Year

The Finalists

- Aaron Deves, Sr. Director of Neuroscience Marketing, Otsuka America Pharmaceutical, Inc.
- Nancy Gillen, VP, Marketing & Strategic Development, Toshiba America Medical Systems, Inc.
- Robert Greif, VP, Commercial Operations, rEVO Biologics, Inc.
- Jon Huber, VP, Global Marketing, Given Imaging
- Adelle Walker, Director, Dermatology Brands, Allergan Pharmaceuticals

The Award

Recognizes marketing executives who have excelled in their roles for any healthcare organization (pharma, biotech, devices, diagnostics, medical group, payer, association, supplier, etc.).

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Gold Award

Nancy Gillen
VP, Marketing & Strategic Development, Toshiba America Medical Systems, Inc.

Nancy Gillen has held various sales, marketing and business management roles at industry-leading healthcare organizations during her 25-year career. As VP of marketing at Toshiba America Medical Systems, she leads a 75-person team spanning multiple business units, corporate communications, clinical research and healthcare economics.

Glowing testimonials describe Gillen as a decisive and resourceful leader, a great collaborator, a critical thinker and an innovator.

Peers and colleagues also applauded her for consistently delivering exceptional business results and for motivat-



ing, mentoring and developing outstanding talent.

“She’s a well-rounded marketing leader who has demonstrated success many times over,” commented one judge. “Nancy has a strong track re-

cord of marketing leadership, customer focus and driving results through building high-performing teams and solid strategy,” another judge noted.

In the past year, Gillen helped drive a six-fold attendance increase to the Applied Radiology webinar series, a three-fold increase in website visitors, and 58 influential media interviews for both executives and hospital customers—more than any previous year.

Prior to joining Toshiba, Gillen spent 23 years at Siemens Healthcare where she created strategic sales programs that led to significant market-share growth. She also held the position of VP marketing, imaging systems, for Philips Healthcare and was a key player in establishing New Jersey’s first hospital MRI site, Englewood Hospital.

Silver Award

Jon Huber
VP, Global Marketing, Given Imaging



Colleagues, peers and judges recognized Jon Huber as an outstanding mentor and a forward-thinking leader who drives impressive results.

He was praised for marketing Given Imaging’s PillCam SB to consumers when DTC marketing didn’t previously exist in the device/diagnostics category and for the significant value of the approach.



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