

Jeffrey D. Erb is the President of McCann Health: Engagement, the healthcare customer engagement agency within McCann Health and part of the IPG Network. McCann Health Engagement is a leading organization across the globe, developing solutions to most effectively engage with both HCPs and Consumers through media and the use of proprietary data applications.

Prior to joining McCann Health, Mr. Erb served as the President of HealixGlobal, the healthcare specialty media agency within IPG Mediabrands, with a market presence and offices in over 100 countries. In his role, he led the organization for several consecutive years of over 50% YOY growth, more than tripled the size of the agency, and lead transformational change in the pharmaceutical media industry on a global level. For over 16 years, Jeff has been a leader in Life Sciences and Healthcare marketing and media. After launching a Pharmaceutical marketing company in 1999 which he sold to a healthcare company, he went on to help large media and marketing agencies launch or reignite their own healthcare divisions.

His experience in defining new strategies for clients in both HCP and Consumer Life Sciences marketing spans from media and analytics, to digital solutions and global pricing strategies. His work has spanned across a wide range in products and therapeutic categories.

His leadership has garnered him a Ben Franklin Award for Most Innovative New Company and he has been featured in numerous television and print news stories, including The Wall Street Journal, Philadelphia Enterpriser Magazine, TSM News, among others, and was named one of the top 100 people to watch by Philadelphia Style Magazine. Most recently he was named a 2019 Top 10 Innovation Catalyst by MM&M Magazine, one of the 2018 Pharma Elite by PM360 Magazine, a Health Influencer 50 by MM&M and received the Innovator of the Year Award from DTC Perspectives. He has also led Healix to win the 3<sup>rd</sup> Annual Humanitarian Award from Healthcare Marketer's Exchange and to receive the 2018 Most Innovative Company Award from PM 360.

Mr. Erb has frequently spoken nationally as an expert in the fields of media, business development, and technology at events such as Internet World and the Wharton Technology and Media Conference among others. He is a member or has served on the board of numerous business and philanthropic organizations on both a local and National level, including the Medical Marketing Association, and has served as a Director of the Divine Providence Auxiliary Association for handicapped children.

On a personal note, Jeff is an avid investor and producer of feature films, a musician, and he enjoys sailing, skiing and spending time with his family.