

Matt Baczyk is an Industry Manager for Healthcare at Meta, where he leads a team of top-tier sales talent responsible for consulting pharmaceutical and consumer health partners who are transforming the way brands engage with patients and physicians. In his role, Matt is also a part of Meta's core health leadership team, which works to develop and evolve Meta Health's vision and strategy, partnerships, and culture in an endless pursuit to help brands connect with patients in the most engaging and effective manner.

Prior to Meta, Matt spent nearly ten years at Everyday Health Group, where he initially served as Director, Strategic Partnerships and eventually Vice President of HCP Partnerships. Matt played a critical role in creating the go-to-market strategy for Everyday Health's DTC and HCP business units, as well as recruited, developed, and led teams in guiding best-in-class pharmaceutical partners.

Matt is a marketing graduate of James Madison University. These days, you can find him on Instagram @mattbaczyk, or in-person in New Jersey where he resides with his wife, Giuliana, two daughters, Monroe (3) and Celine (1), expected third daughter in March 2022, and 14-year-old dog, Bennie.