

Melissa is passionate about partnering with clients to develop solutions for their business challenges. She is skilled in exploring innovative ways to join forces, helping accomplish client goals and pioneer together within the cutting edge of healthcare. Throughout her 16-year career in pharma across HCP and consumer audiences, she's always had a focus on customer satisfaction and business development, during her time at both CMI/Compas and WEGO Health. Melissa has an extensive background in creating consumer and professional healthcare promotional programs across multiple indications and pharmaceutical companies, including developing deep insights around the patient experience while working for WEGO Health. She is a visionary for media thought leadership throughout CMI/Compas' planning teams, ensuring our teams deliver strategic value, tactical excellence, innovation and flawless execution. She is a subject matter expert for organizational learning and knowledge management, making certain these are in alignment with business goals both internally and with her clients.