

Patty Ryan – GVP, Paid Social Media at Publicis Health Media

Patty Ryan is a proven leader with deep paid social media expertise across several verticals including entertainment, CPG, QSR, retail, financial services – and for the past few years, pharma. Patty built social media teams at two agencies prior to joining Publicis Health Media where she has been developing and leading the practice across its Philadelphia, Chicago, and New York offices.

The PHM social team's ambition is to accelerate innovation within the healthcare category. Having more than tripled the size of the team in two years and launching first-to-market programs across Facebook/Instagram, Twitter, Snapchat, LinkedIn, TikTok, and Pinterest, it's safe to say they're living into their goals.

When Patty isn't planning social media, she's likely consuming it on a NJ beach with her dog Ollie.