

Tyler White is Vice President, Integrated Media Planning at Spectrum Science, an integrated marketing, communications and media agency hyper-focused on science. He joined Spectrum's growing team in April 2021, bringing an extensive integrated media and pharma marketing background to the agency's paid media team.

Tyler has over 10 years of pharmaceutical advertising experience across both patient and healthcare professional audiences. He leads the fully-integrated media planning process from strategy development to campaign measurement and optimization. His robust therapeutic background includes helping plan and execute campaigns across all stages of the product lifecycle for clients spanning biopharma, biotech, health tech and consumer science.

Tyler studied Business Administration at Misericordia University and received his MBA with a specialization in business analytics from West Chester University.