

# Bios

Havas Health Plus



G O B E Y O N D

# Team

Our team has extensive experience ...

LEADERSHIP



Dennis Urbaniak  
Chief Executive  
Officer



Allison Ceraso  
President, Chief  
Experience Officer

INNOVATION



Bam Zahraie  
Director,  
Innovation

CREATIVE



Steve Cowles  
Creative Director



Aaron Wilson  
Creative Director

ACCOUNT



Claudia Bourke  
Director of Client  
Services



Huy Hoang  
Account Director

STRATEGY & MEDIA



Jill Gabin  
SVP, Communications  
Strategy



Kelly Lundquist  
Associate Director,  
Insights & Data  
Strategy



Tyler Hancock  
Product Designer



Barry Pearl  
SVP, Director of  
Account Planning



Kelly Le  
Digital Strategist



Kate Endres  
Social Director





# Dennis Urbaniak

**Chief Executive Officer, Havas Health +  
Chief Digital Officer, Havas Health & You**

Dennis has significant experience and multiple accomplishments in driving digital change in healthcare marketing.

In patient marketing, he spearheaded an industry-leading social media and patient engagement approach that led to a full commercial model redesign and shifted marketing from a brand focus to focus on content, patient solutions, and patient outcomes.

Focusing on process, Dennis developed and implemented a core innovation process to uncover new business opportunities and solutions to leverage those findings.

And in the areas of change and performance management, Dennis has provided leadership through multiple commercial transformation projects — including new commercial model implementation, redesign of marketing, development of local and global new regulatory and legal guidelines for patient engagement, and redesign and redeployment of large national field sales organizations.





# Allison Ceraso

## President, Chief Experience Officer

Allison has been with the Havas Health network throughout her career, and has risen to the role of President and Chief Experience Officer of the Havas Health Plus division. She has extensive experience across US and Global brands for work targeting HCPs, consumers, and advocacy groups.

Allison's Consumer experience includes Rx, OTC, and device brands such as Zantac, Roloids, Afrezza, Belviq, Lyrica, FluMist, Plevnar, Toujeo, and Wyeth Nutrition.

HCP-targeted efforts include work on Toujeo, Chantix/Champix, Dupixent, Tysabri, Tecfidera, and Plevnar, as well as consumer brands All Free Clear laundry detergent, and Gold Bond Moisturizer

Driven by a strong sense of purpose, Allison's cause-related work includes efforts for the Research Foundation to Cure AIDS (RFTCA), where she has also been on the board since 2016, as well as creative work for Save the Children.







# Claudia Bourke

## Client Services Director

Claudia came to Havas in 2014 with over 20 years of experience leading integrated global marketing communications across healthcare, packaged goods, and beauty brands.

As Consumer Practice lead for Havas Health Plus, Claudia currently manages a number of consumer assignments for the agency, including the Chattem Digestive Health digital work, and HCP-targeted efforts for Gold Bond Ultimate therapeutic lotions. Her work across clients spans all media, including digital, social, CRM, TV, and various print media and materials.

Claudia has worked in the allergy space previously, with pre-switch work for Tavist allergy medication, Advil Cold and Sinus, and related work in skin care and asthma. In addition to Claudia's extensive consumer agency background, she also spent five years as Chief Advertising Officer at Avon Products, where she led all global advertising and activation across all categories—from lipstick to personal care to charitable efforts fighting breast cancer and domestic violence.





# Huy Hoang

## Account Director

Huy has been with Havas for 4 years, leading digital work for clients such as Chattem (upper GI portfolio/OTC), Sanofi diabetes (including Toujeo and Afrezza for consumer), Amgen (access and reimbursement for their portfolio of oncology brands) and Biogen (innovation initiatives).

While focused on digital strategy and tactics (including social, digital media, email, analytics, responsive web design, UX, site launches), Huy also has traditional brand, print, CRM, and event advertising experience.

Huy worked on social initiatives for Pirelli tires, establishing social strategy, managing Facebook and Instagram accounts, and developing editorial calendars and social promotions. And he worked at Mount Sinai Medical Center in NYC in their web marketing department, where he led the strategic development and implementation of web-based projects to help strengthen brand reputation and maintain/improve ranking for Mount Sinai's 16 priority service lines. He also helped to establish social media guidelines for various departments.





# Kelly Le

## Experience Strategist

Kelly has 6+ years of cross-functional agency experience rooted in social and innovation. She is a member of the Havas Health Plus experience strategy and user experience team, planning and implementing digital and experience activation strategies.

At HH Plus, Kelly has worked with many healthcare clients on their social campaigns, including brands like Sanofi Genzyme, Sanofi Digestive Health, Novartis, and Amgen.

She has deep experience designing and deploying both general and healthcare experiences for HCPs, patients, B2C, and B2B audiences.

Inducted as a Future Famer in the Medical Advertising Hall of Fame, Kelly has grown her own social presence as a influencer and content creator through her Instagram and blog (10K followers and counting!).





# Aaron Wilson

## SVP, Associate Creative Director

Aaron has over 8 years of experience as a creative director, including global market creative leadership.

In fact he's worked in New York for over 20 years, bringing cutting-edge creative in its various forms to both healthcare and consumer on recognizable brands such as Sanofi, Regeneron, Protonix, Cialis, IHG, DirecTV, Travelocity, Visa, Century 21, Castrol, Amazon, L'Oreal, Sears, Citi, Amex, Verizon, Staples, and Dell.

His experience in developing creative specifically for social media includes Zantac, Häagen-Dazs, Papa John's, Pringles and Ally Bank.







# Kate Endres

## Social Director

Kate is a director and key stakeholder on the Havas Socialyse team.

Her Consumer Package Goods/OTC-specific account portfolio includes both GSK and Bayer, with experience in media strategy and execution across all key social channels.

Kate has paid social space experience, having successfully built and executed brand, media, and creative strategies through social to reach target audiences with the right message for the target.

Her background includes work in email marketing strategy, HTML/Javascript coding, and creative design.





# Steve Cowles

## VP, Associate Creative Director

Over the years, Steve has had the good fortune to help many well-known brands find their authentic voices, both in healthcare and outside. From Amgen biosimilars to Zantac. Plus Wyeth infant formula, Walgreens, Blue Cross & Blue Shield, Nivea, Eucerin, Aquaphor, Sprint, American Express, Marriott, and the Michael J. Fox Foundation.

Prior to the nearly 3 years he has spent with Havas Health Plus, he worked at large consumer agencies such as McCann, FCB, Ogilvy, Hal Riney and Rosetta/SapientRazorfish.

As a seasonal allergy sufferer for 30+ years, Steve is ready for Xyzal and Nasacort.





# Barry Pearl

## SVP, Director of Account Planning

Barry has over 25 years of experience applying creativity and strategic discipline to insights, mining to spark innovative ideas, generating exciting brand stories, and uncovering business opportunities.

He brings a unique perspective and skill set attained from advertising agency brand planning, client-side marketing, and marketing research consulting experience to solving communication and business challenges.

Barry has extensive experience bringing Rx, OTC, Consumer Packaged Goods and Services brands to life across all major media channels. Barry's category-related experience includes work on Sudafed, Benadryl, Zyrtec and Nasalcrom.





# Bam Zahraie

## Director, Digital Innovation

Bam has 10 years of multichannel digital experience serving clients like Microsoft and Amazon.

He established his role at Havas Health Plus at the intersection of complex technology, creative, and user experience questions.

Bame is focused on developing a digital innovation practice in the challenging health and wellness space, and on driving new initiatives through a rapid prototyping process to establish successful product and program development.





# Tyler Hancock

## Product Designer

Tyler has both patient and consumer experience with Rx and OTC on brands such as Zantac, Amgen, Shionogi, Symproic, Toujeo, and Teva, as well as designing and developing digital products for travel and leisure that are used by millions of users each year.

He worked with United BioSource to build and launch a promotional website for the company in under 30 days. Tyler also developed the web experience for the generics division of Teva Pharmaceuticals that helped shake up a billion dollar market and reach sales goals.

Recently Tyler created a conversational interface to detect symptoms as part of a digital service portfolio for Amgen.





# Kelly Lundquist

## Associate Director, Insights & Data Strategy

Kelly joined Havas Media Group in 2015 as the first member of the Data Strategy team. Working across the portfolio of Havas Media Group clients, it was the team's role to assess our current portfolio of tools and data capabilities, understand new innovations and capabilities in the marketplace, and identify opportunities for clients to deepen their insights, data, and strategy capabilities.

Now acting as the Insights lead across our healthcare portfolio of brands, Kelly brings her diversified research and insights experience to our healthcare clients. Partnering closely with strategy and planning teams, her role is to ensure that actionable insights are integrated into media plans and to help drive media strategies and activations.

Kelly brings with her a unique lens and research perspective gained from a variety of research and consulting experiences in the automotive, CPG, pharmaceutical, beverage, financial, and B2B sectors.





# Jill Gabin

## SVP, Communications Strategy

Jill joined Havas Media Group in 2017 as Senior Vice President, Communications Strategy. She has extensive strategy and marketing experience on both the agency and client sides.

Jill has spent over 10 years working in the marketing departments of GODIVA, Ann Taylor, Hennessy and Jose Cuervo. Jill is known for successfully developing integrated, cross-channel marketing programs that deliver positive ROI and drive business growth. Prior to her client-side experience, she spent 6 years at FutureBrand, a global brand consultancy, where she helped clients address a variety of branding-related needs, from brand positioning, brand architecture, as well as quantitatively assessing how to best leverage their marketing investments to drive great customer loyalty and retention.

Throughout her career, Jill has developed strategies and marketing initiatives for healthcare clients, including OrthoMcNeil, Teva, Blue Cross Blue Shield, and the consumer healthcare brands of Sanofi.

