

CVS Caremark Appoints New Chief Digital Officer to Lead Digital Innovation Team
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Brian Tilzer joins the company from Staples

WOONSOCKET, R.I., Feb. 11, 2013 /PRNewswire/ -- CVS Caremark (NYSE: CVS) announced today the appointment of Brian Tilzer to the position of Senior Vice President, Chief Digital Officer. Tilzer will develop and lead teams driving CVS Caremark's company-wide digital innovation efforts. Tilzer will focus on connecting current and future digital initiatives and ensuring that CVS Caremark continues to use the most innovative technology available to seamlessly meet customers' needs.

(Logo: <http://photos.prnewswire.com/prnh/20090226/NE75914LOGO>)

Tilzer has more than 20 years of experience in strategic business development, operations and information technology, with a deep concentration in corporate and e-commerce strategy. Prior to joining CVS Caremark, he was the Senior Vice President of Global e-Commerce with Staples, where he developed and led several multi-channel digital innovation strategies.

"We know that digital tools, such as mobile, social media and other online platforms, are a convenient and easy way for our customers to manage their health and access our products," stated Helena Foulkes, Executive Vice President and Chief Health Care Strategy and Marketing Officer of CVS Caremark. "Brian has a proven track record of developing innovative strategies that build business and enhance customer service. I am confident that his experience with digital innovation will help us engage with our customers even more, helping them on their path to better health."

Tilzer holds a BA from Tufts University and an MBA from The Wharton School.

About CVS Caremark

CVS Caremark is dedicated to helping people on their path to better health as the largest integrated pharmacy company in the United States. Through the company's more than 7,400 CVS/pharmacy stores; its leading pharmacy benefit manager serving more than 60 million plan members; and its retail health clinic system, the largest in the nation with more than 600 MinuteClinic locations, it is a market leader in mail order, retail and specialty pharmacy, retail clinics, and Medicare Part D Prescription Drug Plans. As a pharmacy innovation company with an unmatched breadth of capabilities, CVS Caremark continually strives to improve health and lower costs by developing new approaches such as its unique Pharmacy Advisor program that helps people with chronic diseases such as diabetes obtain and stay on their medications. Find more information about how CVS Caremark is reinventing pharmacy for better health at info.cvscaremark.com.

SOURCE CVS Caremark

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