

# Feinstein Kean Healthcare

An Ogilvy Company

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## **Ogilvy's Feinstein Kean Healthcare Announces Management Shift**

**Cambridge, MA, October 24, 2011** – Feinstein Kean Healthcare (FKH), an Ogilvy Company specializing in strategy and communication for healthcare and life science organizations, has announced a management shift designed to enhance the firm's growth in dynamic healthcare markets globally. Craig Martin becomes Chief Executive Officer and Marcia Kean becomes Chairman of Strategic Initiatives, effective immediately. Kean and Martin will continue their close working partnership, which has enabled the firm in recent years to attract a roster of 60+ high-profile and diverse clients, and achieve record revenues.

"Feinstein Kean is a fast growing component of our strategy of providing added services which assist in business transformation," said Miles Young, CEO of Ogilvy & Mather. "In this case we are working with leading companies, governments and organizations who are seeking to transform the market for life science and health. FKH, as a specialty consulting firm, is closely connected to a broad range of innovators, and thus is ideally suited to serve both the 'disruptors' and the 'disrupted' in a rapidly changing healthcare environment. This management shift enables Craig and Marcia each to focus on advancing the ideas, ventures, technologies, products and services that are shaping the healthcare transformation."

Martin has been Managing Director and COO of the firm for the past six years. He has nearly 25 years of experience in strategic communication and as an advisor to clients ranging from Global Fortune 100 companies to startups, as well as industry, patient and professional associations, government agencies and health and technology services organizations. In recent years, he has helped lead Feinstein Kean from its traditional (and continued) role as a leader in life science, biotechnology and science-based pharmaceutical pipeline and product communication into new markets and further "downstream" into and across provider and consumer health markets. He has been a driver for the firm's digital influence capabilities, recognizing the importance of digital and social media and networks as an integrated component of communication and business strategy. And he has helped build bridges into global markets, leveraging Ogilvy network assets and relationships and his prior experiences in international markets.

"Craig has always had a clear vision of the rippling effects of change in the health market, and an ability to pinpoint the resulting opportunities for our clients and our firm," said Kean. "Now, as CEO, he will focus on building strategic collaborations among and across disciplines, clients, health care constituencies and market segments – which is central to the firm's strategy, and a prerequisite for success in the emerging health ecosystem."

Kean has served as CEO since 2002, and has been the chief architect of the firm's unique position in life sciences. In her role as Chairman, Strategic Initiatives, she will focus on the technologies and ideas that are changing the landscape in healthcare, and on the formation of ecosystems to drive adoption of

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personalized medicine. Marcia has played a leadership role in the firm since its inception almost 25 years ago, and has served on numerous industry and academic advisory boards. During her tenure as CEO, the firm has nearly quadrupled in size and gained prominence as a national leader in strategy and communications for this transformative era in biomedicine.

## **About Feinstein Kean Healthcare**

Feinstein Kean Healthcare (FKH) is a leading strategy and communications partner for emerging and established organizations whose innovations are helping to transform life sciences and health care. The firm works with clients at the intersection where disruptive technologies and ideas influence medicine, clinical research and practice, business models, public policy, and public opinion and behaviors.

For close to 25 years, FKH has been a trusted partner to leading health care, technology, biotechnology, informatics, and molecular medicine organizations. Hundreds of clients have turned to FKH to develop and execute programs that drive product commercialization; forge partnerships; transform markets; build constituencies and help to shape policies.

FKH's unique, multi-disciplinary team is comprised of business executives, science, technology and policy experts, and a creative group with decades of experience in business planning, communicating scientific innovation, gaining public acceptance, driving demand for products, and achieving successful commercialization. FKH professionals are located in Cambridge, Massachusetts; Washington, D.C.; Edison, New Jersey; San Francisco and Los Angeles, California; Raleigh/Durham, North Carolina; Atlanta, Georgia; and Philadelphia, Pennsylvania.

## **About Ogilvy & Mather**

Ogilvy & Mather is one of the largest marketing communications companies in the world. Through its specialty units, the company provides a comprehensive range of marketing services including: advertising; public relations and public affairs; branding and identity; shopper and retail marketing; healthcare communications; direct, digital, promotion and relationship marketing. Ogilvy & Mather services Fortune Global 500 companies as well as local businesses through its network of more than 450 offices in 120 countries. It is a WPP company (NASDAQ: WPPGY). For more information, visit [www.ogilvy.com](http://www.ogilvy.com).

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