

DIGITAS HEALTH

BIOGRAPHY

David Kramer

Chief Executive Officer

David Kramer is Chief Executive Officer of Digitas Health, the leading digital full-service healthcare marketing agency and MM&M Agency of the Year. Headquartered in Philadelphia, Digitas Health has more than 600 employees and four office locations, including one in London, and serves pharmaceutical, bioscience, medical device, and OTC companies. It is a brand of Digitas and part of the Paris-based Publicis Groupe.

David began his career in advertising and consumer goods marketing after earning a journalism and advertising degree from Penn State University. He then formed SBK Pictures, a commercial film production company based in Philadelphia that earned a national reputation and served advertising agencies from all over the United States. Bringing this unique formula of capabilities to the specialized area of healthcare, he formed Medical Broadcasting Company in 1990. Over the next decade, MBC gradually expanded its services and became a fully integrated agency, with a digital media and Internet orientation. MBC was acquired by Digitas in 2006 and combined with the company's health unit to create Digitas Health in 2007.

A frequent speaker on digital transformation in healthcare, David also consults with pharma senior management, particularly in the development of digital and relationship marketing strategies.