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## Meg Columbia-Walsh

### CEO

Meg Columbia-Walsh has achieved recognition as a proven entrepreneur and visionary for marketing, digital, social, mobile, consumer marketing and pharma business processes. In this role, Meg leads her fifth start-up during her 20-year career in healthcare, consumer packaged goods and technology.

Meg has founded, run and exited companies including Inverse Mobile sold to EY; Oncology.com sold to Pharmacia and Upjohn; CBS Healthwatch moved to an IPO and then sold to WebMD; and HealthTech Digital Communications sold to Interpublic Group.

In addition, Meg has held leadership roles across multiple industries and business units such as Cognizant Digital Works Strategy Consulting, Healthcare and Strategic Growth Opportunities in the Life Science sector. As a partner and the global lead in digital healthcare at EY, Meg's expertise fully transformed the digital ecosystem for the EY Life Science clients.

Previously, Meg was head of Healthcare for Facebook where she focused on demonstrating the power of the targeted audience and platform to healthcare advertisers and agencies to drive meaningful partnerships. Following acquisition of Inverse Mobile, Meg was named a partner and the global lead in digital healthcare at EY. Her expertise fully transformed the digital ecosystem for the EY Life Science clients. Meg served as president of Augume Mobile Health Group, a full-service mobile technology firm where she earned and managed the Mobile Agency of Record for Pfizer, J&J, BI, Abbott Diabetes and Merck. Prior to that role, she was formerly president of Havas Drive, a Euro RSCG technology company recognized as a Med Ad News Vision Award winner.

Meg is widely recognized as one of the most successful women tech entrepreneurs and CEOs. She was named to the NJBIZ Top 50 Women in Business and has been featured in notable business publications including Forbes Magazine, PM360, MM&M, and more. She is a frequent speaker at industry events and conferences, such as the 2017 Phorum Demo Pit, the CMO conference and the Institute for Dispute Resolution.

Meg has received more than 20 awards including the HBA 2014 Luminary Award, Top 40 Healthcare Transformers, Hall of Fame as a D1 athlete and many others. Meg holds a bachelor's degree in business, communications, pre-med and women's studies from Rider University.