



# Who we are

W2O is a privately held, healthcare-focused marketing communications firm built on marketing science. We have grown from our inception in 2001 to over 700 people and 13 offices across the US and Europe.

## Recognition

**Agency awards:** 2018 Large Agency of the Year Finalist (Holmes Report), 2016 Midsize Agency of the Year (Holmes Report), 3x Digital Agency of the Year (Holmes Report), Best Live Event for W2OatSXSW (SABRE), Top 10 Healthcare Agency (MM&M), 9x Fastest-Growing Private Companies in America (Inc. 5000), 2018 Large Agency of the Year Finalist (MM&M)

**Campaign awards:** Best Use of Relationship Marketing Finalist for Cardinal Health (MM&M), Bronze for Galderma's "Cool Kids" (Ogilvy/ARF), Best PSA for Sanofi's "Flu + You" (PR News), Best Smart Phone App for Merck Serono's Saizen (Creative Floor Awards), Best Marketing Technology for W2O Socialgraphics (Holmes Report)

**Personal recognitions:** Jim Weiss named a Top 50 Health Influencer by MM&M, Seth Duncan named an Innovator 25 (Holmes Report), Jennifer Gottlieb named to PR Week's Hall of Femme, Annalise Coady featured in PR Week UK's Power Book, Kevin Johnson named a Top 10 Innovation Catalyst by MM&M.

## What we do

We build unfair advantage for healthcare and technology-focused brands. How? By following data that matters and getting to the point. Most data is noise. It takes a special kind of expertise, science and intuition to follow the *right* data. The kind that tells you who your audience really is, what matters to them, and where you can fit in their lives. Then you can shape your story—and your offering—so your brand becomes more relevant and more valuable. Here's our blueprint: unearth transformative insights and strategy to align audiences, craft narratives, activate experiences and continually measure performance.



## Our services

- Analytics
- Creative
- Communications
- Strategy
- Digital

## Leadership



**Jim Weiss**  
Founder & CEO



**Jennifer Gottlieb**  
President



**Deborah Hankin**  
Chief People Officer



**Richard Neave**  
Chief Financial Officer

**Annalise Coady**  
President, EMEA

**Adam Cossman**  
Chief Digital Officer

**Kevin Johnson**  
President,  
W2O marketeching

**Angela Gillespie**  
President,  
W2O wcg

**Mary Corcoran**  
President,  
W2O twist

**Andrea Johnston**  
President,  
W2O pure

**Gary Grates**  
Principal

**Seth Duncan**  
Chief Analytics  
Officer

**Paulo Simas**  
Chief Creative  
Officer

**Anita Bose**  
Head of Client  
& Business  
Development

**Aaron Strout**  
Chief Marketing  
Officer

**Emily Poe**  
Global Practice  
Leader,  
Healthcare  
Communications

**Bob Pearson**  
Senior Advisor