



TALTZ – CIALIS – OLUMIANT – AVODART – VIAGRA - LIPITOR - CELEBREX - ZANTAC - AD COUNCIL – AND MORE

FCB HEALTH
VP CD

GREY
CD

MCCANN
VP ACD

G H G
ART SUP

C D M
ART SUP

LORD,
DENTSU
AD

WEISS,WHITTEN,
STAGLIANO
AD

I started my career in advertising working on my dream brands, Ferrari, Guinness, Major League Baseball, and Perrier. I also helped launch one of the biggest telecom mergers in history when GTE and Bell Atlantic became Verizon. Working on Verizon I got to hang with James Earl Jones (Darth friggin' Vader!) and Maurice Sendak (Where the Wild Things Are!!!). My 8-year-old self would have freaked out!

I moved into pharmaceutical advertising in 2001 (DTC and HCP) and worked on the biggest names in the industry, Lipitor, Celebrex, Viagra, Avodart, Zantac. Picking up Effie and DTC Perspective awards along the way.

At Grey I developed the Effie finalist campaign for Cialis. While managing the Cialis brand we overtook Viagra and became the category leader with record growth and over \$2 billion in sales. I led the launch of the emotional, brand-differentiating global campaign for the psoriasis/psoriatic arthritis bio-med Taltz. Since launch Taltz has grown into a \$1 billion brand for Lilly. Before leaving Grey I helped develop the launch campaign for Olumiant's latest indication for AtD (eczema).

Most recently I joined FCB Health and oversee HCP/DTC oncology launch brands.

In my spare time (do people still have spare time?) I stand in awe of my 8-year-old son Stellan and my partner Liz. I also write screenplays, some of which have advanced in the Austin Film Festival and the Nicholl Fellowship, an arm of the Academy of Motion Picture Arts and Sciences.

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