

# Michael Cole

## Relevate Health

### Chief Business Officer

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Michael Cole is the Chief Business officer for Relevate Health supporting corporate development, marketing, product strategy, insights and analytics. Relevate Health is an omnichannel marketing partner for over 90 pharmaceutical manufacturers helping drive growth for nearly 190 top pharmaceutical brands.

Previously Michael served as the Chief Strategy Officer and a Global Client Partner for Wunderman Thompson Health. On the strategy-side, he set the vision for the future strategic capabilities of the agency and led a team of integrated strategists across all offices, spanning consumer health to pharma, animal health, insurance and Medical Education. As a Global Client Partner, Michael led the largest North American client relationship for Wunderman Thompson. Wunderman Thompson supported this top 5 pharma company across 25 brands as HCP, DTC, Med Ed, and production partner.

In Michael's 20-year career he has worked on the client, consultant and agency side of marketing – supporting brand, product, digital, and analytic initiatives across the biopharmaceutical, health and wellness, insurance and financial services sectors. Earlier in his career, Michael was Chief Strategy Officer of the Evoke Group leading brand, engagement, and social strategy; analytics, and marketing technology. Prior to that he held strategic and global client leadership roles in the WPP and Omnicom agency networks – supporting global strategic marketing in the OTC, eye care, pharmaceutical, insurance and financial service industries for Novartis, Bank of America, and Pfizer.

Michael earned his MBA from Instituto de Empresa in Madrid Spain; and studied his undergraduate in marketing at the University of Richmond in Virginia. Michael live in New Jersey, married to his high school sweetheart with two fantastic kids.