

Scott M. Weintraub, MBA**Co-founder and Chief Marketing Office of Healthcare Regional Marketing,
Former Director of Pfizer Pharmaceuticals**

Scott is a founding principal of Healthcare Regional Marketing, playing a lead role in all aspects of the business, including product development, new business development, and HRM brand management. Since its launch in March 2007, HRM has enjoyed impressive revenue and profit growth.

Prior to HRM, Scott's career began at Procter & Gamble, where he quickly excelled in brand management on national brands such as Cover Girl cosmetics, Coast and Safeguard bar soap, and Secret antiperspirant.

Scott joined Pfizer, where he was responsible for brand management, marketing and P&L for more than half of Pfizer's over-the-counter brands, including Dramamine, Kaopectate, Cortaid, Micatin, Surfak, Doxidan, and Emetrol. After a successful run of managing these OTC brands, he transitioned to the company's pharmaceutical division.

Scott has experience on all aspects of the prescription drug business, specializing in direct-to-physician marketing, KOL management, direct-to-consumer marketing, managed care, and sales force and customer relations. He has worked on billion-dollar, blockbuster brands (Lipitor, Norvasc, Zoloft, and Celebrex), along with smaller brands, and is a recognized expert in driving product performance in regional markets.

Scott earned a master's degree in business administration from the University of Cincinnati and is a graduate of Pennsylvania State University.

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