

Razorfish Health Appoints David Paragamian to the Role of Managing Director

Healthcare communications veteran to oversee offices in North America,
including New York and Philadelphia

NEW YORK, June 21, 2016 -- David Paragamian has been named Managing Director for [Razorfish Health](#), a division of [Publicis Health](#), the largest healthcare communications group in the world. In his new role, effective immediately, Paragamian will be responsible for overseeing Razorfish Health businesses across North America, including offices in New York and Philadelphia. Paragamian will report to Matt McNally, Group President, Publicis Health.

"Dave's deep experience on both the client and agency sides of healthcare communications makes him the perfect leader to take Razorfish Health to the next level," said McNally. "I look forward to his contributions and leadership at Publicis Health."

"Healthcare communications has changed dramatically over the last few years and the transformation of our business will only continue to accelerate," said Paragamian. "Razorfish Health's positioning as a unique health and wellness agency with the deepest digital roots, strong analytics and outstanding creative makes us a unique full-service partner to drive our clients' brands now and into the future. I'm delighted to join the Publicis Health family."

Paragamian began his career in brand management at Procter & Gamble. He also worked as a product director at the McNeil unit of Johnson & Johnson, then spent five years at Roche in a series of marketing and sales management roles leading to the head of both marketing and sales for Roche Diagnostics US.

Later, he moved to the agency side, leading several major global healthcare agencies, including as a partner and president of the flagship U.S. office of Havas Health, Euro RSCG Life LM&P and Huntsworth Health.

Paragamian is a published author on the subject of branding, a noted speaker on agency management and communications issues and an adjunct professor at St. Joseph's University Erivan Haub School of Business in Philadelphia, where he teaches product management. He holds a B.A. Cum Laude from Hamilton College and an M.A. from La Salle University.



About Razorfish Health

Razorfish Health is a full-service health and wellness agency that works harder, thinks smarter and goes deeper to uncover the basic human truths that will help your brand be a success. Our strategic insights, unrivaled expertise across technology platforms and flawless creative execution cuts through the clutter of typical healthcare marketing. We are brave enough to be bold, but thoughtful in partnership. We have integrity in our work, in our actions and in all the things that make us who we are. For more than 15 years, we have been creating truly personalized customer experiences across the healthcare ecosystem.

About Publicis Health

Publicis Health is the largest health-oriented agency network in the world. A division of Publicis Groupe, Publicis Health manages top-tier agencies specializing in promoting innovative solutions in advertising, digital, branding, message delivery, market access and medical communications. Publicis Health is dedicated to creating experiences that compel action, change lives and amplify business outcomes. With more than 6,000 employees, Publicis Health manages 15 agency brands through 60 offices located in 10 countries. Publicis Health's brands are Saatchi & Saatchi Wellness, Digitas Health LifeBrands, Publicis Life Brands, Razorfish Health, Heartbeat Ideas, Discovery, in-sync Customer Insights, Publicis Health Media, Publicis Touchpoint Solutions, Maxcess, Verilogue, Langland, PDI, Real Science Communications and Tardis Medical Consultancy.

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