

## August 2015 Team Member Profile, [NAME REDACTED] — Digital Marketing Manager

The BPS team has worked hard to develop and expand our digital marketing presence internally and externally. These efforts include redesigning our product and service pages on McKesson's corporate websites and enhancing our social media profile via targeted campaigns to reach key audiences and influencers. [NAME REDACTED], one of new team members, is integral in advancing our digital footprint.

Things have been at digital-like speed for [NAME REDACTED] recently. In May, [NAME REDACTED] moved to Atlanta from Israel (where she lived and worked for 14 years) to be near her two brothers. In late June, she joined BPS as our Digital Marketing Manager — her first role in healthcare. Her primary goals are to become an expert in the business, represent BPS's business needs with the corporate site redesign, increase lead conversions and improve lead quality to drive revenue, and increase and traffic and user engagement with the site. "Right away, I saw that McKesson is comprised of personable and collaborative colleagues who want to deliver results," she said.

Atlanta is one of many interesting locales that [NAME REDACTED] has experienced. As a youth, she lived all over the U.S., Germany and Israel (her father served in the military — and was a chaplain *and* a rabbi.) After graduating from high school in Germany, she moved to Israel to connect with her mother's homeland. She graduated from Bar Ilan University with a B.A. degree in Political Science and Humanities with a focus on the Middle East and Asia.

Passionate about strategy and digital consulting, [NAME REDACTED] worked for start-ups and the digital media industry in roles that employed her design, website remodeling, leadership and marketing skills in international markets. Powered by these successes, she co-founded a boutique web design and digital strategy agency that provided consulting and advisory services and e-commerce solutions to over 100 brands.

[NAME REDACTED] seized the chance to join McKesson. "I wanted to bring my experience to a larger organization and take a leadership role, collaborating with diverse teams to implement new digital technology and strategies. This opportunity — with an established, forward-thinking company— was the best fit."

Away from work, [NAME REDACTED] enjoys traveling and hiking with her wife, [NAME REDACTED], and playing the guitar and congas.