

FCB

FOOTE, CONE & BELDING

A professional portrait of Dana Maiman, a woman with short brown hair, smiling. She is wearing a blue patterned top with a dark collar and a pearl necklace. Her hands are crossed in front of her.

**DANA
MAIMAN**

CEO/PRESIDENT FCB HEALTH

BIOGRAPHY

Dana Maiman brings the intellectual prowess and strategic rigor of a legal education to her position as the CEO and president of FCB Health's family of companies worldwide.

Also a member of FCB's Global Executive Team, Maiman has combined her strategic orientation with a single-minded commitment to client service, resulting in the healthcare agency's impressive growth under her leadership. In recent years she has focused on expanding the agency's global footprint with acquisitions of agencies such as Hudson Global in the U.S. and Halesway in the U.K., and alliances with networks such as Argon – a coalition of 22 healthcare agencies spanning Europe, Asia, the Middle East and South America.

Her 20 years of client service and healthcare marketing experience mean Maiman has worked on virtually every therapeutic category from antibacterials, women's healthcare and cardiovascular to diabetes, oncology and HIV in a multi-channel fashion, integrating professional, consumer, patient, payer and digital. She has been involved with numerous U.S. and global launches including, Vioxx, Cialis, Yervoy, Gilenya, Januvia, Singulair AR, Fosamax Once-Weekly and Nuvigil, among others. Her client list includes pharmaceutical companies big and small, such as BMS, Boehringer Ingelheim, Merck, GSK, Pfizer, Gilead, Roche, Amgen and Novartis.

A graduate of Brandeis University and St. John's Law School, as well as a member of the New York State Bar, Maiman has worked within the FCB network since 1999. Prior to joining the agency, she served as director of client services for both Grey and Harrison & Star/Omnicom in New York.