



## Executives

Left to right:

Jon Nelson, President, GSW-Newtown  
Dan Smith, President, GSW-Columbus  
Kim Johnson, President, GSW-New York and Santa Monica  
Mark Jazvac, President, GSW-Canada  
Sonja Foster-Storch, President, GSW North America  
Doug Mills, Chief Operating Officer, GSW

Speak  
People

### Jonathan Nelson President, GSW Newtown

Jon oversees the GSW Newtown office. Thanks to his 18 years of leadership across a range of specialties and communication sectors, Jon has a particular knack for working from the ground up and using his rich history to grow his brands and teams.

Before joining GSW, Jon spent his time in the publishing world at DG Connect (part of the PSL Group) where he served as President, after quickly being promoted for his role as the company's top business development consultant. In New York, he led business development for digital pharmaceutical marketing services with a focus on selling and building partnerships with leading pharmaceutical and biotech companies.

Prior to his tenure at DG Connect, Jon served as Senior Vice President and Management Supervisor for Cline Davis & Mann, where he spent the first 13 years of his career. During his tenure, Jon managed a portfolio of Merck Cardiovascular and Respiratory products ranging across varying lifecycle stages, including two pre-launch brands. Jon gained vast experience on professional, patient, US, global, and Canadian launches for Amgen Nephrology's Aranesp, Pfizer women's health, and Zithromax. It was his work on Genentech's Xolair that ultimately led him out west to start up the new San Francisco office where he saw year-after-year growth building a team and promoting Xolair and Lucentis.

Jon received a degree in Marketing from Indiana University.

### Dan Smith President, GSW-Columbus

Dan Smith has overseen the GSW-Columbus office since 2010, leading a team of more than 300 staff members focused on both US and global accounts for HCP, DTC/DTP and Payer customers. Under Dan's leadership the agency has experienced business growth, an expanding roster, and industry leading awards and recognition. Two major awards include Med Ad News Agency of the Year in 2014 and Columbus Monthly-Best Places to Work in 2015.

Dan has nearly 30 years of experience in pharmaceutical marketing, sales and advertising, with 17 years at GSW. Prior to joining GSW in 2000, Dan worked for Boehringer Ingelheim, Roxane Laboratories Division (RLI), as director of marketing for palliative care and HIV products, where he was in charge of 11 products, two of which were for HIV treatment.

Dan also served as senior product manager for Pharmacia and Upjohn, where he was responsible for the US introduction and brand management of their HIV portfolio. Dan entered pharmaceutical marketing in the Bristol-Myers Squibb Management Development program upon his completion of his MBA from The Ohio State University. He has a bachelor's degree in Business Administration from Butler University.

As the president of GSW-Columbus, Dan and his team are excited to provide clients the successful and relevant launch experiences to make their brand a success.



a SYNEOS HEALTH company

Kim Johnson  
President, GSW-New York and Santa Monica

Kim Kim has been a leader inside Syneos Health Advertising for the past 4 years. "My mission is simple – I want to be the agency partner our clients rely on for brilliant business-building ideas."

Kim has worked for more than two decades on the agency and client side, leading winning teams and winning leading clients. Kim started her healthcare career in consumer marketing where her passion remains strong. Kim has deep experience across therapeutic categories including PAIN. For several years Kim led the marketing efforts for PFIZER's US Celebrex brand for Osteoarthritis and Acute Pain as a brand director on the US Celebrex team. Prior to joining Syneos, Kim was a partner at The CementBloc where she helped to transform the traditional boutique healthcare agency to a full-service, digital-first, award-winning agency. Kim held progressively advancing leadership positions within WPP and OMNICOM full service agencies as well.

In 2016, Kim was recognized as a Top 100 People in Healthcare by PharmaVoice. PM360 named Kim an ELITE Transformational Leader in 2015 for her work at GSW (PALIO). She has been recognized as a top consumer marketer of the year by DTC Perspectives and a Rising Star by MM&M.

Sonja Foster-Storch  
President, GSW North America

Sonja joined GSW as president in August 2017, after serving as president at McCann Echo. At GSW, she provides strategic direction to help teams create brand experiences that drive results for GSW's domestic and global healthcare clients. Her experience runs deep in the HCP, consumer, and patient audiences, spanning the areas of anti-infectives, cardiovascular, and CNS, dermatology, endocrinology, gastroenterology, immunology, pain and weight loss. She will tell you that what truly solidified her love of healthcare advertising and branding was heading up the blockbuster launch of Lipitor in 1997, where working on her first of many co-promotes taught her vital lessons in true leadership, trusted partnership, authenticity and the priceless value of maintaining one's sense of humor. Her mantra is, "People may not remember exactly what you did, or what you said, but they will always remember how you made them feel." She is fiercely passionate about ensuring people feel cared about and looked after – that they have a clearly articulated vision for both where we're going together and where they're going as individuals. First and foremost, she believes people should be respected for who they are and respectful of one another.

Mark Jazvac  
President, GSW-Canada

Mark brings over 20 years of both agency and client side experience to his role as President of GSW Canada. With leadership roles in a variety of disciplines including Strategy and Business Planning, Market Research, Sales and New Product Planning, Mark brings a holistic view to the business.

Mark joined Syneos in 2007 as the founder of Syneos Canada's Market Research and Planning offering. He moved to the agency side as EVP Strategy & Business Operations, then assumed the role of President in 2015. Mark's clients have included many of Canada's largest pharmaceutical companies on both a local and global scale across a wide variety of therapeutic areas.

Mark believes strongly in commitment, collaboration and innovative thinking. He is passionate about our industry, the great work we do, and the team we put behind it.