

# Coefficient Health Adds to Senior Leadership Team with Mike McKeever as Executive Creative Director

NY, NY, UNITED STATES, March 5, 2024 /EINPresswire.com/ -- Today, Coefficient Health announced the hiring of Mike McKeever to lead its creative operations. The GSW and Area 23 alum has more than 25 years of advertising experience, the last 18 in healthcare where he has created award winning creative campaigns for clients.

Over the past two decades, Mike has worked across a multitude of therapeutic categories ranging from rheumatology to oncology, respiratory to infectious disease. Creating strategically driven, innovative, multi-

channel campaigns for professionals, patients and consumers, Mike has worked on all types of brands ranging from blockbusters to rare and ultra-rare diseases.

"In the highly saturated world of healthcare marketing, it's imperative that creative work, in addition to having a strong strategic and scientific foundation, needs to be unexpected. It needs to have stopping power. If the work doesn't have that then we've failed at job #1 as agency partners. What excites me so much about joining a dynamic young agency like Coefficient Health is the opportunity to partner with this amazing collection of dedicated, multi-talented people who are committed to redefining the idea of what an agency is, and how it services the needs of its clients," said Mike.

"We are excited to welcome Mike as we continue to push the boundaries of healthcare marketing," said Founding Partner Dave Miller. "He has the challenger mindset, the creative eye, and the leadership experience that aligns perfectly with our vision to build bold brands and that make a genuine difference in people's lives. And his passion for innovative storytelling will be invaluable in driving creative strategies that resonate with our clients and their audiences."



Mike McKeever

## About Coefficient Health, LLC.

Based in New York City, Coefficient Health is a full-service agency team designed to be more like the commercial and medical leaders we partner with. In the pharmaceutical and biotech industries, we understand that driving change effectively requires expertise in more areas than ever, and the ability to integrate that knowledge across teams. Our multidimensional talent has diverse capabilities and experiences at every level. Acting as a complement, we challenge your thinking, translate your vision, and execute with innovation and excellence to help you multiply your efforts. As your organization and brands evolve, we scale to provide the support you need from pre-commercial through LOE.

Frank Nestola  
Coefficient Health  
+1 9177678930  
[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/693447180>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.