

Botco.ai Appoints Healthcare Marketing Visionary Michael D. Weintraub to Advisory Board

Mr. Weintraub's appointment underscores Botco.ai's strategic focus on AI innovation in the pharmaceutical and healthcare industries

SCOTTSDALE, AZ, UNITED STATES, May 20, 2025 /EINPresswire.com/ -- Botco.ai, the leading Enterprise AI Agentic Platform, is proud to announce the appointment of Michael D. Weintraub to its Advisory Board. A pioneering force in pharmaceutical marketing, media and analytics, Weintraub brings decades of proven leadership in leveraging anonymized and HIPAA compliant patient and physician data to power strategic marketing and audience engagement.

As the founder and former CEO of Medicx Health, Weintraub helped transform healthcare marketing and media planning by combining predictive modeling, analytics, and de-identified claims data to optimize ROI for healthcare and pharmaceutical advertisers. Under his leadership, Medicx achieved significant success, culminating in its acquisition for \$95+ million in 2023 and the acquisition of NDCHealth Information Management Group by Wolters Kluwer Health for \$388M in an all-cash deal. His track record for building scalable, privacy compliant platforms aligns perfectly with Botco.ai's mission to bring compliant, intelligent AI to the regulated industries.



Mr. Weintraub, a pioneering force in pharmaceutical marketing, media and analytics, joins Botco.ai's Advisory Board



Botco.ai is a leading Enterprise AI Agentic Platform



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Rebecca Clyde, CEO and co-founder of Botco.ai.

"Michael's deep expertise in pharmaceutical and healthcare marketing and data analytics is a perfect match for Botco.ai's mission to deliver precise, secure, and scalable AI engagement solutions," said Rebecca Clyde, CEO and co-founder of Botco.ai. "His guidance will be instrumental as we expand our footprint across regulated industries such as healthcare and pharma."

Botco.ai's Enterprise AI Agentic Platform enables organizations to create, deploy, and manage intelligent AI agents that support revenue growth, customer engagement, and operational efficiency. The platform features a no-code development environment and

employs retrieval-augmented generation (RAG) to ensure accuracy and prevent hallucinations—while maintaining strict adherence to state privacy regulations and the federal HIPAA laws.

Weintraub will advise Botco.ai on strategic partnerships and the platform's applications across pharmaceutical commercialization and clinical operations, patient engagement, and adverse event monitoring - areas in which AI's value is quickly accelerating.

"I'm excited to support Botco.ai's continued growth," said Michael Weintraub. "Their agentic AI platform brings much-needed clarity and accountability to how enterprises engage their audiences through AI—especially in complex, compliance-heavy environments like Pharma. I believe that the breakthrough work they have done in Adverse event tracking and OTC launches will finally move AI applications in Pharma from scripted to intelligent chat."

About Botco.ai

Botco.ai is the Enterprise AI Agent Platform purpose-built for organizations that need to engage customers through intelligent, reliable, and secure AI conversations. The platform enables enterprises to seamlessly create, securely deploy, and easily manage autonomous AI agents using a no-code development environment (IDE) and retrieval-augmented generation (RAG) technology. Trusted by leading healthcare, behavioral health, and pharmaceutical organizations, Botco.ai empowers businesses to convert conversations into revenue, reduce operational costs, and improve customer satisfaction. Recognized as "Most Outstanding Startup" by the Arizona Innovation Challenge and winner of the TiE50 and ACA Best SaaS Platform awards, Botco.ai is redefining how enterprises engage with their audiences through agentic AI. To learn more, visit www.botco.ai.

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