



Kate is owner of Kate Rubin Consulting, a boutique lifesciences marketing firm, serving global pharmaceutical and small biotech companies. She has been in the marketing and advertising arena for over 25 years, delivering effective strategic solutions and helping teams across the healthcare ecosystem evolve through tough business challenges.

As President, Marketing and Communications for the Mid-Atlantic Region of HBA, Kate has had the opportunity to collaborate with a strong network of female leaders. This experience has ignited her deep-rooted passion for advocacy and mentorship, particularly for underestimated and underserved populations.

Kate created and co-led the first-ever HBA webinar on Antisemitism entitled “*Antisemitism and Allyship*” in June 2024 with the sole intent to turn bias into understanding. She also partnered with Susan Childs on programming and marketing communications as the “*Let’s Get Uncomfortable Series*” was developed in 2020.

Kate has been a member of the HBA Mid-Atlantic Region for many years and a volunteer leader since 2020, serving as Marketing & Communications Director, Vice-President, and President of Marketing since March 2024. She has won several awards during her tenure including the HBA Everest Award and most recently, the HBA Legacy award.