

## **Ceci Zak**



***Principal, Batten & Co ~ Omnicom  
Chief Engagement Officer, OurBrainBank  
Board Member, HealthRight International  
President Emeritus, Healthcare Business Women's Association (HBA)  
Adjunct Professor, Columbia Business School***

Ceci is a 20+ year pharmaceutical industry veteran and is currently Principal and COO at Batten & Co, a strategic consulting firm within Omnicom, focused on building & activating ambition for companies, brands & people. In this role she focuses on helping c-suites articulate, align and activate strategic ambitions for internal and external stakeholders. Previously, Ceci was COO of healthcare at D.A.S.~ Omnicom, a global conglomerate of professional service agencies. At Omnicom, Ceci developed the global strategic focus for healthcare and managed the P&L for the 42 global operating units, improving profitability margins by 100 points.

Prior to Omnicom, Ceci held various executive roles at Sanofi, including general manager, business unit head and joint venture manager for the allergy, osteoporosis & hypertension franchises, which includes +\$1B brands Allegra, Nasacort, Xyzal (UCB), Actonel (P&G) & Avapro/Avalide (BMS). At Sanofi, Ceci also worked on the service side of the business as vice president, commercial capabilities, which was a multi-faceted strategic and operational role consisting of a think tank and learning lab for innovative, novel, new business solutions, the digital center of excellence as well as Commercial Learning and Development.

Ceci started her career at Roche Pharmaceuticals and has held a wide variety of positions in sales and marketing, ranging from sales management to market analysis, Sales Training, Product & Franchise Management and Managed Market's strategy and operations.

In 2017, Ceci was bestowed with the prestigious **STAR award** from the Healthcare Business Woman's Association (HBA) for her strategic leadership and contributions to the organization. In addition, Ceci was recognized as one of the **100 Most Influential Individuals** in Healthcare by *PharmaVoice* in 2015 for a second time. In 2014, she was named by the GLG Institute as one of the **top 15 Brand Leaders** in Healthcare and was previously recognized an **Emerging Leader in the Healthcare Industry** by *Pharmaceutical Executive*.

Active in the community, Ceci is the Chief Engagement Officer for **OurBrainBank**, a nonprofit focusing on turning glioblastoma, a deadly form of brain cancer, from terminal to treatable. She is also Chair Emeritus of the HBA and under her leadership, the HBA expanded to Europe, doubled its membership, revenue and profitability. Passionate about global health, Ceci is a board member of HealthRight International, a global NGO focused on empowering marginalized communities to live healthy lives. And enthusiastic about helping others grow, she is also an Adjunct Professor at Columbia Business School. Ceci loves to travel, practice hot yoga and spend time outdoors which allows her to ski, hike and just enjoy fresh air - with her dog Ruti.