

For more than a decade, Erica has been the head of strategy at McCann Health NY (formally known as McCann HumanCare and McCann Healthcare). Her team is responsible for driving all aspects of brand and communications strategies for a wide range of clients in a variety of therapeutic categories (from oncology to OTCs). Prior to focusing on Healthcare, Erica spent the first half of her career outside working on brands outside the healthcare space including technology, financial services, beverages, and non-profit.

Erica is proud to have contributed to award winning creative (Cannes, One Show etc...), effective awards (Effies), strategy awards (Chiat) and numerous new business wins over the years.