



# Leadership Bios



## Olivier Chateau

### Co-Founder and CEO

Olivier Chateau leverages his vision and desire for innovation as a driving force behind Health Union's platforms, services and solutions. During his 10 years in pharmaceutical marketing, Olivier gained experience in consumer marketing, insight creation, digital technology and analytics, which he leverages along with extensive commercial knowledge of the healthcare market to develop unique opportunities that connect patients, professionals and industry partners to improve health decisions. Olivier's passion and enthusiasm for Health Union is contagious, inspiring the team to think bigger, to be creative, to do what hasn't been done. His favorite saying (written on the wall in Health Union's office) is "If you believe your dreams are achievable, they are too small. Dream bigger."



## Lauren Lawhon

### President and Chief Operating Officer

Lauren Lawhon uses a strong eye (and ear) for brand strategy, marketing and health communications to develop innovative solutions that connect companies with our patient communities. She has led the creation and continuous improvement of Health Union's organizational structure, operational efficiency and effectiveness across all business units to align with its fast-paced growth. With over 20 years' progressive experience in digital marketing, communications, brand strategy and program management across multiple industries including healthcare and biopharmaceutical, Lauren has a unique ability to create understanding, encourage collaboration, and push for progress -- all while ensuring that Health Union's people-first culture is prioritized.



## Amrita Bhowmick

### Chief Community Officer

Amrita Bhowmick, MPH, MBA combines business acumen and public health expertise to create and cultivate Health Union's content-rich patient communities. With her master's degree in public health and many years in pharmaceutical marketing and analytics, Amrita accumulated extensive healthcare experience, which she has honed to develop a keen sense for patient needs. Amrita's knowledge and intuition of the patient journey help translate Health Union's large-scale patient dialogue into the real insights that make these communities successful.



## Jack Barrette

### Chief Innovation Officer

Jack Barrette is a lifelong health marketer, serial entrepreneur, and internet pioneer. Jack was the founder and CEO of WEGO Health and brings his passion for health and innovation to all his ventures - finding the next next thing early, then putting it to work to make us all healthier. As Health Union's CIO, Jack focuses on market development, external relations and strategic partnerships that will grow Health Union's footprint within the healthcare industry. These new market opportunities will drive the next phase of growth as Health Union redefines and maximizes the benefits of social health for the greater good.



## J. Blake Harris

### Chief eXperience Officer

J. Blake Harris architects the visual, emotional and interactive experiences that define Health Union's communities. A former "agency-lifer," Blake spent nearly 20 years at award-winning advertising and interactive marketing agencies, where he honed his creative skills and taught himself the ins and outs of HTML, java, CSS, app development and more. At Health Union, the evidence of Blake's UX vision is everywhere - from the simple font styles and content-focused framework to the illustration-style artwork and edgy interpretations of patients' real words and feelings.



## Will Rompala

### Chief Technology Officer

Will Rompala brings extensive experience with digital advertising technology, product development, software engineering, machine learning and data analysis with big data, as well as organizational management, to Health Union. Across his career, he has been responsible for domestic and global technology organizations - including leading teams collecting digital and traditional advertising, social media, audience and reputation data, and leading migrations to web-based application development. Will has contributed to books and articles on software development and lectured on a diverse set of topics related to software development, big data and project management, including keynotes at AWS reInvent.



## Tim Finley

### Chief Financial Officer

Tim Finley brings two decades of finance and corporate development experience to Health Union, as well as extensive experience operating in various elements of rapid growth environments, including acquisitions, private equity and operational support. He leverages his experience to connect financial processes to business strategy and outcomes, as well as drive and direct Health Union's financial health as the company accelerates its growth strategy.



## David Shronk

### Chief Commercial Officer

David Shronk, MS, puts his biology degrees to work alongside 15+ years in healthcare media, marketing and analytics to improve people's lives. Driven by a life-long interest in health, David leverages his extensive experience understanding data, gathering information, and discovering trends to maximize the impact of Health Union's unique model. Every day, David uncovers insights about patients, partners and products that fuel innovative media solutions for Health Union communities and clients.



## Adam Kesselman

### SVP, Corporate Development

Adam Kesselman leverages 20+ years of pharmaceutical and agency experience to build relationships with brand leaders and agency executives. Adam is well versed in multiple areas of healthcare marketing, including consumer, professional, digital, social media, public relations, sponsorship, advocacy, market access and public policy. In his role, Adam leverages these skills – along with his background in finance, sales management, market research and analytics – to help a range of potential business partners connect to the valuable opportunities provided through Health Union's online health communities.



## Jake Ridgway

### VP, People

Jake Ridgway leads the human resources function at Health Union. In this role, Jake drives the company's HR strategy across talent management and acquisition, learning and development, employee engagement, compensation and benefits, and organizational design. With over 10 years of experience in the digital advertising ecosystem and more than 15 years of HR leadership, Jake works to align the growth and development of Health Union's employees with the continuous evolution of our business in order to ensure a thriving culture where people are empowered to do great work in a rewarding and challenging environment.



## Tim Armand

### Co-Founder and Board Member

Tim Armand, MBA, brings to Health Union a special combination of humor, focus and practical leadership that helps all those around him achieve extraordinary results. After an exciting 14-year ride in corporate America, Tim left one of the world's largest pharmaceutical companies to return to his roots as an entrepreneur. Tim always brings forward thinking to everything he does – whether launching new products as a marketing lead or navigating through crazy days during the dot com boom as the head of eBusiness. *Tim transitioned from his role as Health Union's founding president in 2021.*



Please send any questions, concerns or requests to [pr@health-union.com](mailto:pr@health-union.com).