

DUDNYK The Home of Bold Healthcare Brands

Dudnyk is an independently owned, award-winning medical advertising agency with offices in Philadelphia and San Diego serving clients in the pharmaceutical, biotech, and medical device industries. Named one of the **Inc. 5000 fastest-growing privately held businesses in the US, and 2011 Agency of the Year by PM360 magazine**, Dudnyk has been dedicated since 1993 to building brands and achieving marketing success for clients.

We develop transformative insights to create compelling brand experiences that help meet the challenges and opportunities unique to healthcare marketing—providing a powerful blend of scientific, strategic, and creative thinking proven to drive change. To be successful, every brand must own a space in the mind of the healthcare professional. We strive to uncover that space and develop multichannel brand communications that resonate and deliver on the brand promise.

Key Services

- Brand identity
- Positioning/messaging
- Disease state awareness
- Campaign development
- Launch planning
- Professional sales promotion
- Patient education
- Digital communications
- Nonpersonal promotion
- Rebranding

Select Clients



DUDNYK Leadership



Frank X. Powers
President



Christopher Tobias, PhD
Executive VP, Chief Scientific Officer,
Director of Business Development



Barry Schmader
Executive VP, Chief Creative Officer



Scott Greisler
Senior VP, General Manager,
San Diego Office



Drew Desjardins
Senior VP, Strategic Planning
and Account Management



Becky Bodenner
Senior VP, Creative Director



Lynn Paolicelli
VP, Director of Digital Strategy



Ellen Schneider
VP, Professional Services

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