

SHWEN GWEE JOINS EDELMAN AS VICE PRESIDENT, DIGITAL HEALTH



May 12, 2011, -- Edelman, the world's largest independent public relations firm, today announced that Shwen Gwee is joining the firm as Vice President, Digital Health. Shwen is one of the top Web 2.0 and Social Media strategists in the pharmaceutical and healthcare industry, co-founder of the *Social Health Un-conference* (SXSH.org) and founder of the *SocialPharmer Network* (SocialPharmer.com). He will report to Bruce Hayes, General Manager of Edelman's New York Health division, working from the New York office.

"The depth and breadth of Shwen's digital health experience is almost unmatched in the pharma and healthcare industries – there are very few strategists with his passion who've impacted digital and social media the way Shwen has. We are thrilled to have him join Gigi Peterkin, also Vice President digital health in our New York office, to develop the next generation of Edelman's digital health offerings for our clients." Hayes said.

Most recently, Shwen was Digital Strategy and Social Media Lead at Vertex Pharmaceuticals Incorporated, where his focus included executing the consumer marketing digital strategy, building the Vertex corporate social media infrastructure and aligning the digital and social media tactics with marketing and other Vertex departmental objectives.

"Shwen is joining Edelman at a time of growth and evolution," said Kevin King, Global Practice Chair Edelman Digital. "Working across our Digital and Health practices, Shwen will be integral to building upon our current strategies to grow our digital health expertise."

Shwen earned a BS in behavioral neuroscience from Northeastern University in Boston, MA. Subsequently, he completed his doctoral research in behavioral pharmacology at the University of Cambridge (England, UK), where he also earned a certificate in entrepreneurship. Shwen is a member of the South by South West (SXSW) Interactive Advisory Board (Health Track), a frequent speaker, chairman and co-chair of many industry conferences and speaking events, and the founder and host of PharmFresh.TV and Med20.com blog.

Shwen begins his career at Edelman later this month. [Visit Shwen's blog](#) for his perspective on joining Edelman and how he views his future in Digital Health.

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About Edelman

Edelman is the world's largest independent public relations firm, with wholly owned offices in 53 cities and 3,700 employees worldwide. Edelman was named Advertising Age's top-ranked PR firm of the decade and one of its "2010 A-List Agencies" and "2010 Best Places to Work;" PRWeek's "2011 Large PR Agency of the Year" and "2009 Agency of the Year;" European Excellence Awards' "2010 Agency of the Year;" Holmes Report's "Agency of the Decade" and "2009 Asia Pacific Consultancy of the Year;" and among Glassdoor's top five "2011 Best Places to Work." Edelman owns specialty firms Blue (advertising), StrategyOne (research), Ruth (integrated marketing), DJE Science (medical education/publishing and science communications), and MATTER (sports, sponsorship, and entertainment). Visit www.edelman.com for more information.

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For further information contact:

Latraviette Smith

latraviette.smith@edelman.com