

# Welcome to the Republic of Cambridge.

At Cambridge BioMarketing, we create uniquely integrated professional, consumer, and corporate communications that reflect the intelligence, creativity, and optimism of life-changing healthcare. Learn more about us by visiting [cambridgebmg.com](http://cambridgebmg.com).

## Capabilities

- **Branding and positioning:** disease, product, message platforms
- **Audience outreach:** healthcare professionals, consumers, payors, employees, investors
- **Multichannel outreach:** advertising, conferences, digital marketing, relationship marketing (RM), video assets, sales materials
- **Direct marketing and emerging technology:** websites, RM, search engine optimization/search engine marketing (SEO/SEM), software, assets
- **Life cycle management:** prelaunch, launch, postlaunch
- **Global:** regulatory knowledge, cross-cultural expertise

## Current Clients



## Leadership

**Steve West**, CEO, CCO

**Sue R. Levy**, Partner, Account Services

**Scott Dubow**, Partner, Group Account Director

**Mike Hodgson**, Partner, Creative Director

**Ben Zipkin**, Partner, Director of Digital Strategy

**Jim Elgart**, Partner, CFO

## Careers

Looking to do great work with great people? Send us your resume and let's talk. Contact Lynne Travers at 617.225.0001 or email her at [ltravers@cambridgebmg.com](mailto:ltravers@cambridgebmg.com).

## Cambridge BioMarketing

Location: Cambridge, Massachusetts

Employees: 50

Website: [cambridgebmg.com](http://cambridgebmg.com)

Blog: [cambridgebmg.com/biorhythms](http://cambridgebmg.com/biorhythms)

Social: [f](#) [t](#) [in](#)

Contact: Steve West, CEO, CCO

Phone: 617.225.0001

