

## Contact Information

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+1 347 574 4724

## Skills

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- Global Brand Development
- Copywriting
- Advertising
- Strategy & Positioning
- Competitive Analysis
- Budget Management
- Public Speaking

# Steven Hebert

Take a writer/entrepreneur and throw him into the turbulent world of healthcare marketing and I'm what you get. I'm excited by the massive changes in healthcare and see them as an opportunity for new ideas to infect a risk-averse industry.

## Experience

### FCBCURE ● EVP Managing Director

Parsippany, NJ  
January-2017  
Currently

I co-lead a \$35 million dollar healthcare communications agency with staff of 150+. My responsibilities include financial management, business development/self-promotion, creative and strategic leadership, as well as overall vision and operations. Under my leadership, we have secured new clients representing 72% of current revenue projections.

### Saatchi & Saatchi ● EVP Business Development

Wellness  
New York, NY  
June-2016  
December-2016

As head of Business Development, I ran all new business from opportunity identification through final presentation and follow-up. I drove strategy and participated in creative review of all work shown during the pitch process. In 6 months I helped secure 5 wins with total annualized revenue of \$17 million.

### Saatchi & Saatchi ● EVP Creative Director

Wellness  
New York, NY  
December-2012  
June-2016

Hired to help turn around the failing HCP business and run the creative department, I got right to work, restructuring my team, revamping the new business process and revitalizing the creative product. Once becoming profitable for the first time in years, we merged with consumer and digital agencies to bring a fully-integrated offering to our clients.

### The CementBloc ● SVP Creative Director

New York, NY  
May-2011  
December-2012

Returning to the CementBloc, I ran a creative group on the largest piece of business in the agency as well as on several smaller, more entrepreneurial accounts. I created award-winning work across channels for existing and potential clients while guiding the careers of those who reported to me. As a member of the agency's strategic council, I helped to maintain the culture of a privately-held company undergoing explosive growth.

### LLNS ● EVP, Executive Creative Director

New York, NY

Reengineer the new business process, restructure the creative department, and rebrand a once famous agency that

March-2010

May-2011

finds itself struggling to evolve? That sounds like my kind of fun. Within my first 6 months I had completed each of those tasks, winning new business that accounted for >30% of projected revenue, hiring or replacing 60% of the creative department, and relaunching the marquee agency LLNS.

**The Stone Works (Part of Cement Works)**

New York, NY

January-2008

March-2010

● **SVP Creative Director, Copy**

An entrepreneur at heart, I left Sudler to play a lead role in a start-up agency. At the Stone Works, I helped attract top-talent, brought in new business (Baxter/Advate) through personal contacts, and worked to formalize best practices throughout the organization. Given the size of the agency, I remained very close to the work and enjoyed taking a direct role in concepting for new and existing clients while generated award-winning work for the larger organization.

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**Education**

**Humboldt State University**

Arcata, CA

1999

● **BA English**

Dean's List 2008-2010, GPA, special accomplishments, theses etc.