



Drew Diskin, MS

Currently, Drew Diskin helps lead Gold Mobile as the Chief Strategy Officer/Vice President. Working to create and improve client relationships with GEICO, Farmers Insurance, Beretta, Johns Hopkins Health Plan and Riverside Health; Drew has helped the organization double revenue in one year and increased client engagement by 300%.

Drew is a senior digital engagement strategist and team leader with two decades of global experience in developing digital strategies, technology business development and integrated online marketing programs. He has developed systematic approaches and metrics to brand building, interactive product development, workflow redesign, social media infrastructure, and organizational change management. He enjoys working collaboratively with leadership and workforce members to develop, share and implement engaging strategies, tools and operational approaches for organizations, such as, John Hopkins Medicine, University of Pennsylvania Health System, Inova Health System, Dolce Hotels & Resorts and Stevens Institute of Technology.

He has consulted the Stanford Hospital & Clinics marketing web team, Massachusetts General Hospital, WellSpan Health System, SenecaOne Finance, Krames StayWell, several advertising agencies and other organizations on digital engagement strategy and tactical approaches to integrated marketing.

Prior to this, he was recruited from Johns Hopkins Medicine (where he increased Find a Doctor traffic by 187% as well as created their first social media presence, policy and strategy) to lead and rebuild the University of Pennsylvania Health System's web marketing team infrastructure and strategic direction.

At Penn, he and his team increased "Find a Doctor" traffic by 59%; and, grew "Request an Appointment" requests by 48% (doubled the conversion rate) --which would yield approximately \$100 million in net patient revenue derived from the website. His team also oversaw the creation of social media practices, web metrics and governance standards, mobile web development and meaningful use initiatives for the Epic MyChart® patient portal for both web and mobile experiences.

Drew holds a masters degree in technology management from Stevens Institute of Technology and a bachelors in marketing from Bryant University. He's a national speaker on user experience and online branding at universities and national conferences.

Born as a New Yorker—and growing up in his dad's "Mad Men" advertising agency, Drew brings a flamethrower to a bonfire. His passion for life, travel photography and most of all, his three kids –make it all worthwhile.