

Todd Kolm, Vice-President, Head of Global Digital Strategy, Sanofi Pharmaceuticals Inc

Todd Kolm is Vice President and Head of Global Digital Strategy for Sanofi. Having joined last April, his mission is to work across the enterprise to ensure the company is leveraging the most appropriate multichannel approaches and technology in order to deliver value to customers and the business. Furthermore, Todd leads corporate efforts to develop and advance social media strategies.

Prior to Sanofi, Todd was at Pfizer where he was responsible for Emerging Channel Strategy, leading efforts to deliver value to customers via social media, mobile, and other digital technologies.

Todd is a 15-plus-year veteran of the digital healthcare marketing space having spent the early part of his career on the agency and strategic solutions side.

He is based in the United States, in the New York metropolitan area, but due to the global nature of his role, can often be found these days in an airplane.