

David Magrini is the President, Global CRM and Marketing Solutions at W2O Group and a member of the Executive Leadership team. In this role, David is responsible for developing a capability and accompanying solutions for a scalable CRM offering that will support healthcare clients, supporting the growth of our digital paid media & performance marketing capabilities, leading client relationships with priority clients who directly buy these services from W2O (media, CRM, digital), and also supporting M&A through due diligence and integration of add-ons in the technology, digital, media, and analytics space.

Prior to joining W2O in 3Q20, David led the Merkle Health practice for 10 years, growing the business into a Top 15 Healthcare Agency in the US and expanding its client base across the global pharma, payer and Provider landscapes. Previous to Merkle, he led the individual acquisition marketing efforts for Prudential Retirement plans for two years, and spent the previous five years as Head of Consumer Marketing for Aetna in the Medicare and Individual marketplace. David's vast CRM experience also includes 20 + years of agency services, working with brands like Anthem, MassMutual, CIGNA, BlackRock, Nationwide, Lowe's, 3M, and General Electric. In addition, David has led client relationships at Dell, L'Oreal, Humana, AbbVie, Sanofi and The Hartford.

As a Performance Marketing expert and student of business, David spends his time understanding the market and individual transaction data involved in how people are making personalized decisions in today's digital marketing environment. He speaks fluent Google, Adobe, and Salesforce languages and has a keen understanding of the data, analytics, and marketing technology needed to drive personalized and relevant experiences throughout the sales funnel that lead to long-term competitive advantages for clients.

As a thought leader in the space, David is a frequent blogger and speaker on current CRM, digital, and industry topics.

A graduate of Miami University with a bachelor of science in business administration as well as a bachelor of science in sociology, he enjoys running, hiking, cooking and spending time with his wife, labrador retriever, and three children in Avon, CT.