

With the growing trend of healthcare and pharma brands leaning into programmatic, Louis joined Haymarket to take on the challenge of overseeing the growth of Haymarket's endemic programmatic business and the Haylo brand which includes non-endemic programmatic solutions for HCPs and Patients. In both roles, Louis leads the business strategy through strategic data, media, and platform partnerships, product marketing, and supporting sales initiatives for high-value clients. Prior to Haymarket, Louis worked for a number of companies within the ad tech world bridging the mobile, digital out of home, and location verticals in a variety of roles from analytics, monetization, and solutions engineering.