

Tracy Naden

As President of twelvenote, Tracy works with the agency's integrated leaders to drive program strategy inspired by data-driven creative that unlocks a brand's humanity. She has 20+ years of experience working at the intersection of the health and consumer industries, bringing a unique blend of healthcare expertise and consumer creativity. Tracy provides senior oversight of twelvenote's client relationships across the CPG, food and nutrition, pharma, biotech and aesthetics categories.