

PERSISTENT. STRATEGIC.



Corbin Wood leads by example and exudes strength and confidence as he consistently delivers innovation and vision to the biotech and pharmaceutical world.

A great strategist, Corbin Wood has a renowned track record for bringing patient-focused programs to the life-sciences industry.

He has vision to see the big picture, he has the talent and skills to make the vision come to fruition, and he has the courage to take risks when others would play it safe.

Under Mr. Wood's leadership, Snow Companies is now global, offering engaging experiences to help support, educate, and empower people living with chronic illnesses.

As chief operating officer, Mr. Wood has been instrumental in growing Snow Companies to one of the largest independent patient-focused agencies in the country, with an impressive roster of 50-plus brands as clients.

Mr. Wood jointly developed one of the first FDA-compliant patient ambassador programs in the United States, and expanded Snow's unique approach to patient engagement throughout Europe.

Together with his business partner and Snow Companies founder Brenda Snow, Mr. Corbin created a category that did not exist 10 years ago in the pharmaceutical industry — one that harnesses the power of real patient experiences and helps companies educate and motivate action in the patient communities they serve.

The Patient Ambassador platform, deployed by numerous biotech and pharmaceutical companies in partnership with the Snow Companies, helped pave the way for authentic patient-to-patient communications.

His ability to see trends in data enables him to use that information to balance the voice of business and economics with the needs of patients to connect, share their stories, and support one another.

Corbin WOOD

A Wealth of Ideas

He never ceases to amaze his partners and co-workers with crystal-clear situational assessments and strategic brilliance. When everybody is struggling to see where to go, Mr. Wood will be the one who grabs the felt pen and clearly draws out options, enabling his colleagues to identify a way.

A truly entrepreneurial spirit, Mr. Wood walks the walk every day. He is always thinking about how to make the industry work better, and then executing on the best ideas. He is not constrained by convention, fear of failure, or countervailing forces, whether conceiving a new business model, or executing a never-before-attempted marketing strategy.

Throughout his career, Mr. Wood has challenged convention around pricing strategies, advertising channels, patient education, and physician engagement models.

He is a tenacious negotiator, with a passion for big ideas and an attitude that makes almost anything seem possible.

Mr. Wood began his career working for Biogen on the forecasting team, supporting the launch of Avonex, and even then his business acumen and vision for success was clear and impressive.

During his time at EMD Serono, he led the launch of Rebif, which is approved for the treatment of multiple sclerosis and was instrumental in creating an in-house patient care center.

He also worked for Novartis on a new MS product launch, where he led global pipeline decisions and prepped multiple markets for the introduction of an oral MS medication.

Next on his list of goals to accomplish for Snow is to grow the company's video business; expand the business into other health-related categories, such as nutraceuticals; and develop a syndicated TV show for patients.

Working is Mr. Wood's hobby and passion, and beyond Snow, he explores and invests in other entrepreneurial projects such as a video production company; software development; a video game company; and a social health network, WhatNext.com, that has been described as the LinkedIn of healthcare. As an advisor for WhatNext, he helps the organization build collaborative relationships with life-sciences companies, develop new and innovative patient-centric advertising campaigns, and build a unique patient-support experience.

A trusted advisor and strategic partner to many biotech and pharmaceutical companies, Mr. Wood's intuitive vision and humble presence instill confidence and offer support to

DRIVEN TO INNOVATE BY COMPETITION

Getting to Know...

Corbin Wood

TITLE: Chief Operating Officer

COMPANY: Snow Companies

EDUCATION: MPH Healthcare Policy, Emory University; MBA Marketing, Emory University; B.A., Biology, UC Santa Barbara

FAMILY: Wife, Kendra; daughters, Sloan, 11, Kylee, 11, Emerson, 5; son Chase, 9

HOBBIES: Work

AWARDS/HONORS: 2011 Pfizer Golden Horse Award for Snow's outstanding contribution to the business; 2011 MM&M Best Treatment Attitudes & Best Social/Environmental Factors for the MS LifeLines Support Program for Rebif; 2012 MM&M Awards Best Use of Social Media Snow's Management of the Epilepsy Advocate program; 2012 MarCom Award Snow's "My Multiple Myeloma" local patient outreach programs were recognized with a Gold award for outstanding creative achievement; three Tellys for patient videos for Multiple Myeloma in the African American Community for Non-broadcast Productions, Health and Wellness, "Meet Sebastian" a testimonial video for Online Commercial, Pharmaceuticals, and Courage

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marketers who are challenged with communicating to their target audiences.

He is a leader who instills confidence in his colleagues and a mentor who encourages independence, offering support when needed, and a great ability to inspire and instill confidence in people. He encourages autonomy and rewards risk taking, reminding others that mistakes lead to better learning.

Inspiration for Mr. Wood comes from the patients and hearing the stories about the programs that connect people, educate them, and make a profound difference in their lives.

Beyond Snow, Mr. Wood is a strong supporter of Patient Assist VI, which provides free and reduced prescription medications to the people of the U.S. Virgin Islands; these patients are often overlooked or excluded from traditional pharmaceutical patient-assistance programs.

He also supports Eat Healthy Foundation, which provides nutritional supplements to children in India. 