



Ellen M Martin

STRATEGIC MARCOMM & CONTENT CREATOR FOR DIGITAL HEALTH CLIENTS

EXECUTIVE SUMMARY

Over three decades of life sciences & bleeding-edge technology communications. Strategic marcomm consulting & content creation for companies and organizations transforming the world through science & technology. Today's challenge is managing chronic disease, especially chronic immuno-inflammatory disorders (CIIDs), long COVID and other contested and neglected disorders.

CONTACT DETAILS -

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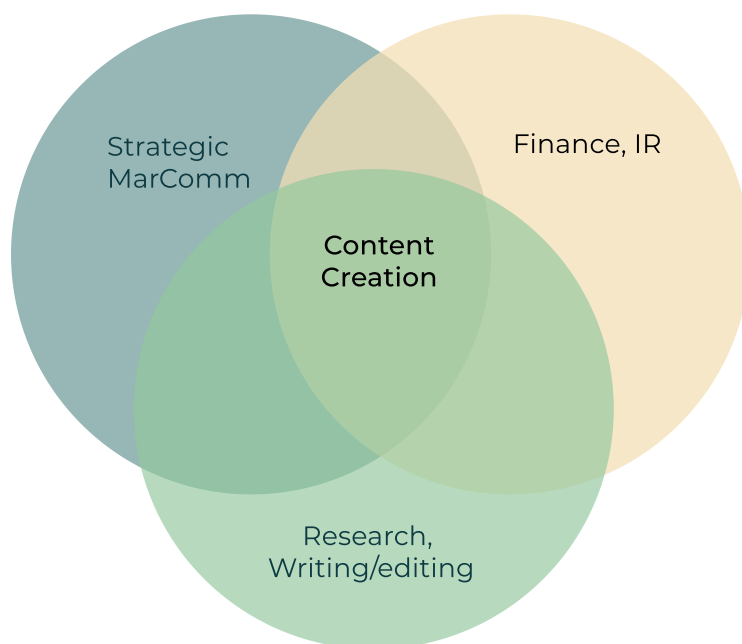
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LinkedIn: [linkedin.com/in/ellenmmartin](https://www.linkedin.com/in/ellenmmartin)

EXPERTISE -



ACHIEVEMENTS -

- In 1994, led the team that produced the 2nd biotech public company website.
- From 2000-2016 partner in virtual IR/PR Marcomm agency Kureczka | Martin Associates.
- Since 2003, co-owner of one of the first virtual-first IT consulting firms.
- Co-authored Big Data in Healthcare: Hype & Hope in 2012

PROFESSIONAL EXPERIENCE -

DrBonnie360

Autoimmune Connect

- Senior consultant (strategy, marcomm, content) focused on CIIDs, virtual care, digital health.
- Blogs Editor: autoimmune, CIID, COVID, TL topics
- Developed thought leadership series: Interviews, analysis and current topics.

Haddon Hill Group Inc

Virtual-First IT Consulting to Healthcare, Finance

- Co-owner of virtual-first IT consulting firm since 2003
- Admin, marcomm, webmistress, editor

Biotech IR/PR Marcomm

- Partner from 2000-2016 in Kureczka | Martin Associates
- 1991-2000 Biotech public company IR/PR, freelance marcomm and strategic consulting

EDUCATION AND TRAINING -

Northwestern University Kellogg GSM

1979, MBA, Finance & Marketing

University of Illinois, Champaign-Urbana

1975 Graduate Fellow, Physical Anthropology

1974 BA, Anthropology

1970-1974 Archaeological digs