



Amy West
Sr. Director Patient Centric Marketing & Digital Health Innovation
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Leader of US patient centric marketing & digital health innovation strategy and execution including establishing and advancing the US patient marketing and digital health strategic roadmap, business development, innovative multichannel marketing initiatives and commercial execution for the diabetes portfolio.

Amy has over 20 years of marketing and business development experience, including work in both the client and agency environments, across a broad range of disciplines including DTC, HCP/Professional, B2B, omni-channel marketing, CRM, database management and digital health commercial innovation.

She is a 2018 MM&M top 40 Healthcare Transformer. In 2013 she was awarded the PM 360 Trailblazer award winner in the Diabetes/Metabolic Disease category.