

Lyn Andrews

*Sales and Marketing Advisor
LA Advisors*



Lyn Andrews' thirty year career in the Media and Healthcare Industry has been focused on delivering incremental revenue, profits and market share through transformational marketing, sales, and product strategies for both mature and early stage companies. She successfully repositioned two legacy brands, recruited and retained high performance contributors at every level of the organization, and has been a pioneer and thought leader in the development of holistic, integrated advertising products.

Lyn has been an effective leader and innovator in both public, private, and start-up companies: CBS Television Network, ABC Radio Networks, WebMD, The Weather Channel/weather.com, Boomerang Mobile Media a The HealthCentral Network and most recently, mdHub. Her broad, general management experience includes multi-million dollar talent and media contract negotiations, product development, brand extensions, operations, P&L ownership and turn-around leadership.

In her role as Executive Vice President, Marketing and Strategy, Lyn's primary focus is on launching the mdHub brand, re-introducing The Little Blue Book, a physician referral guide (and a twenty two year old iconic brand doctor's count on), developing new practice management and patient outcome products for MD's and strategic marketing programs for pharmaceutical companies.

Lyn has served on the board of the Tom Joyner Foundation and Marymount Manhattan College. She is a member of the Wildlife Trust's President's Council, and serves on the advisory boards of Bayer Diabetes Healthcare and Direct Message Lab. Lyn is a member of C200, MENG and The Belizean Grove. She mentors a high school junior in the i-mentoring program and is training to be a docent at the Central Park Zoo in NYC. Lyn completed a certificate program in Conservation Biology at Columbia University in 2009.