

June 19th, 2019

BioVid Corporation Strengthens Executive Leadership Team with Appointment of Strategic Leader Peggy Hirtle

Hirtle to Bring Cutting-Edge Branding, Innovation & Insights to BioVid Corporation

BioVid Corporation today announced the recent appointment of seasoned brand strategist and expert, Peggy Hirtle, to the role of President at BioVid Corporation.

Hirtle most recently served as Executive Vice President, General Manager at Insync Strategy, a Publicis Health Company. Over 20+ years she has built a career and a reputation as a preeminent brand strategist not only in life sciences but across several industries: automotive, communications, food and beverage, and technology. Her successful tenure has not only enhanced and solidified her marketing expertise, but also confirmed her strong belief in the power of insight-driven strategies and brand experiences, which she tenaciously applies while helping healthcare companies improve patient and business outcomes.

“The addition of Peggy to our leadership team strengthens BioVid’s position as a go-to agency for clients seeking empiric-based decision-support and is a component of the natural evolution of the firm,” said founder and CEO of BioVid, Andrew Aprill. “She clearly has the leadership skills, the research experience, the cross-industry expertise, and the vision to lead this organization. We are all excited to have her as part of the team and look forward to her stewardship in this new role.”

Peggy has a proven track record for developing game-changing strategies that stand out and stay strong in today’s complex, rapidly changing marketplace. Her ability to apply deep, person-centered insights to brand development and strategy, allows her to dutifully help companies and consumers unlock the unconscious drivers that hinder positive and influential behavior change.

“This is an exciting time to be working in healthcare as more and more brands struggle to meaningfully differentiate on product attributes alone and elicit the behavior change required to optimize the value of their molecules,” said Hirtle. “The depth and breadth of BioVid’s expertise in applied decision science is unparalleled and I couldn’t be more excited to work alongside such esteemed colleagues.”

As BioVid moves enthusiastically toward their next 20 years in business, Peggy will bring a keen vision to an already solid organization, unveiling hidden opportunities, providing strategic clarity and unearthing inventive advancements forward.

Her fresh perspective and extensive experience are guaranteed to help BioVid and their partners advance in prosperity and innovation by providing strategic, insights-driven, industry-changing contributions.

About BioVid Corporation: BioVid is a world-leading strategy consulting and market research firm. BioVid partners with clients in the life science industry to create business opportunities that support a greater good. BioVid provides creative, strategic, innovative business solutions through consulting, brand strategy, research, and design for the world’s leading life sciences organizations.