

JASON BETIK

Senior Global Marketing Strategist & Healthcare Leader

P 904-993-6032

E jbetik2@its.jnj.com

A 322 East Coast Drive, Atlantic Beach, FL, 32233

PROFILE

Global healthcare and consumer marketing leader known for identifying deep insights, simplifying the complex, setting strategic vision, inspiring commitment and achieving significant results.

EXPERIENCE

JOHNSON & JOHNSON – 2010 to Present

Senior Director, Global Strategy & Programs, MedTech
Global Health Equity, 2024-Present

Senior Director, Access & Program Strategy, Vision and Insights
Global Health Equity, 2023-2024

Global Lead, Consumer Strategy & Programs
Global Public Health, 2020-2023

US Marketing Director, ACUVUE® Customer Experience
Johnson & Johnson Vision USA, 2016-2020

Group Brand Director, Pain Care, TYLENOL®, MOTRIN®
Johnson & Johnson Canada, 2014-2016

Group Brand Director, Skin Care, AVEENO®, JOHNSON'S® Baby
Johnson & Johnson Canada, 2013-2014

Senior Brand Manager, Skin Care, NEUTROGENA®, ROC®
Johnson & Johnson Canada, 2010-2013

DIAGEO – 2008 to 2010

Brand Manager, SMIRNOFF®, KETEL ONE®, TANQUERAY®
Diageo Canada, 2008-2010

PFIZER – 2004 to 2008

Brand Manager, NICODERM®, ZANTAC®
Pfizer Consumer Healthcare Canada, 2006-2008

Associate Brand Manager, LISTERINE®, NICODERM®
Pfizer Consumer Healthcare Canada, 2004-2006

EDUCATION

MBA, Honors Distinction, Class of 2004
Schulich School of Business
York University, Toronto, Canada
Dean's List, Top 5% of Class

Digital MBA, Rutgers University, 2013

BA, Communication, Class of 1999
Simon Fraser University, Vancouver, Canada

BOARD EXPERIENCE, STARTUP INVESTING & ENTREPRENEURSHIP

Limited Partner Angel Investor
AngelList, 2022 to Present
Portfolio of >45 startup investments

Board Member
Canadian Center for Language & Cultural
Studies (CCLCS), 2009-2012

Co-Founder & Board Member
Civic Concepts International, 2000-2002

Founder, President & CEO
Web Presence Internet Marketing, 1995-1999

AREAS OF EXPERTISE

Brand management
Consumer insights and analytics
Digital marketing communications
Design thinking
Agile innovation
Customer experience
Digital health technology
Global health equity
P&L management
Entrepreneurship
Angel investing
Macroeconomics