Rita Ribeiro is a Marketing leader with 20 years of global and US experience within large pharmaceutical, medical diagnostics and service organizations.

She has developed and implemented integrated strategic plans to increase brand awareness and drive organizational growth in both US and global markets. A recognized expert in digital and multi-channel marketing, she is passionate about bringing best in class solutions to the health care professionals and patients our industry serves.

Rita is a trusted mentor and Diversity & Inclusion advocate. She currently serves as Marketing Director for the NY/NJ regional HBA mentoring program and is a member of HBA’s Global Digital Innovators group. Additionally, she is a member of the Board of Directors & Chairwoman of the Strategic Development Committee for the United Way of Greater Mercer County. She enjoys the beach, hiking and exploring the outdoors with her family.

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