

Rx EDGE® Media Network Announces New President and CEO

East Dundee, IL. September 26, 2018. Rx EDGE® Media Network, a leading provider of media solutions delivered through the retail pharmacy channel, announced today that Nathan Lucht has joined the company as its new President and CEO. Former CEO Jim O’Dea will take on the role as Chairman. “We are thrilled to have Nate join us and lead the next phase of the company’s continued growth strategy,” says O’Dea.

Nathan “Nate” Lucht is a veteran of the Consumer Package Goods, consulting, and data and analytics services industries. Starting his career with General Mills, followed by leadership positions with the Boston Consulting Group and most recently as Executive Vice President at IRI, Nate has an impressive track record of success. He holds a Bachelor’s degree in Finance from the University of Minnesota and an MBA from the Kellogg School of Management. He is experienced in leading organizations, establishing business strategy, and leveraging data and analytics to achieve results measured by not only earnings growth but also in driving customer engagement and loyalty.

“As part of our industry’s unique media mix, pharmacies are in the very best position to be where potential patients are receptive—and motivated to act,” Lucht says. “I am looking forward to building on the company’s current strategy and collaborating with the team to develop new strategies and ideas to help our clients reach more consumers and grow their businesses,” he adds.

With its extensive network of retail pharmacies and its multiple pharmaceutical partners, Rx EDGE® Media Network brings health information and education to consumers. The company is committed to building a sustainable model of business success through pharmacy-delivered consumer marketing programs.

About Rx EDGE® Media Network

Rx EDGE Media Network distributes consumer media solutions through a network of 30,000 retail pharmacies. More than 175 brands from 70 pharmaceutical manufacturers encompassing multiple therapeutic categories have deployed Rx EDGE programs since 2000. Rx EDGE Media Network is a business unit of LeveragePoint Media LLC, East Dundee, Ill. For more information, please visit www.rxedge.com. or contact Kathleen Bonetti, kathleen.bonetti@rx-edge.com, 847-879-6036.

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