

Founder Bio



Gregg Fisher is Managing Partner at The Stem, a consulting firm specializing in customer engagement strategy and operations. The Stem provides Health brands with specialized expertise in customer engagement research and analytics, brand and multi-channel strategy, project management and operations support through a “networked consulting” model drawing on the industry's leading independent talent. The Stem was featured in 2017 in the INC 5000, as one of the fastest growing privately held companies in the US.

Gregg is an acknowledged thought leader on the "gig economy" and the forces disrupting the professional services industry and talent market. His ideas have been featured in Forbes, Inc. Magazine, Fast Company, NY Business Journal and Human Resources Executive. Gregg is also a regular contributor to Health industry trade press. His articles have appeared in MediaPost, Pharmaceutical Executive, MedAd News, PM360, PharmaVoice, DTC Perspectives, Pharmaceutical Commerce, among several others.

In 2016, Gregg was honored as a PV100 winner, an award for Life Sciences leaders who provide inspiration to their peers, colleagues and companies through their innovative and motivational approaches to addressing industry challenges.

Gregg offers 20+ years of experience at the intersection of marketing, media and technology. Prior to founding The Stem, Gregg was Global Managing Director of LBi Health (now part of DigitasLBi), a digital health agency which he founded in 2009 and grew to 50 employees across three offices in the US and Europe. In this capacity, Gregg led the firm's relationships with major healthcare organizations, including Bristol-Myers Squibb, WebMD, Massachusetts General Hospital, Genzyme and Johnson & Johnson.

Gregg was previously Client Partner and Director of Strategy at IconNicholson, a pioneering interactive user experience and design boutique, where he established the agency's first strategic planning and media practices. Earlier, Gregg served in account management roles at Modem Media, one of the first

digital agencies and BBDO. There, Gregg was responsible for conceiving and leading some of the first digital communication and support programs for major brands including AT&T and Visa.

Gregg is a graduate of Cornell University, with a degree in Communication, and received a Master's in Business Administration from New York University's Stern School of Business.

The Stem is a global management consulting firm specializing in customer engagement strategy and operations in Health & Life Sciences. The Stem's unique networked model draws on the industry's most seasoned independent talent offering clients a nimble, cost-effective and refreshing alternative to traditional consultancies.

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