**J. Lynnette Cooke**

## Summary

As the Global CEO of Kantar Health, a leading healthcare research and consulting business, I strive to:

* Unite diverse teams to bring out their best thinking, which leads to authentic innovation and strong financial performance
* Use data, technology and social media to help improve patient education, empowerment and health outcomes
* Mentor future leaders and encourage people early in their careers to cultivate latent capabilities in both their personal and professional lives

## Experience

[Kantar Health](https://www.linkedin.com/company/544430?trk=prof-exp-company-name), a WPP company November 1997 – Present

[*Global CEO*](https://www.linkedin.com/title/global-ceo?trk=mprofile_title)

[Michigan State University](https://www.linkedin.com/company/4695?trk=prof-exp-company-name) January 2015 – Present

[*Assistant*](https://www.linkedin.com/title/assistant-professor?trk=mprofile_title) *Instructor*

[Newell Rubbermaid](https://www.linkedin.com/company/157237?trk=prof-exp-company-name) December 1994 – November 1997

[*Product Manager*](https://www.linkedin.com/title/product-manager?trk=mprofile_title)

[D.S.](https://www.linkedin.com/company/157237?trk=prof-exp-company-name) Howard & Associates May 1991 – November 1994

[*Senior*](https://www.linkedin.com/title/product-manager?trk=mprofile_title) *Director*

[The](https://www.linkedin.com/company/157237?trk=prof-exp-company-name) Creative Group June 1988 – May 1991

[*Senior*](https://www.linkedin.com/title/product-manager?trk=mprofile_title) *Project Director*

## Honors & Awards

Distinguished Alumni Award**,** Saginaw Valley State University (2012)

R.R. Fordyce Award, Pharmaceutical Market Research Group (September 2011)

100 Most Inspiring People, *PharmaVOICE* (July 2010)

## Education

[Saginaw Valley State University](https://www.linkedin.com/edu/school?id=18625&amp;trk=prof-edu-school-name) 1988

Bachelor of Business Administration (BBA), [Finance](https://www.linkedin.com/edu/fos?id=101444&amp;trk=prof-edu-field_of_study)

## Publications

Take Five, UN Women, Gender equality discussion

<http://www.unwomen.org/en/news/stories/2019/6/take-five-lynnette-cooke>

Quantified Self Data Leads to Even Bigger Data, and Big Privacy Concerns

*CIO Review* (October 2014)

A Conversation with Lynnette Cooke, Kantar Health

*Pharmaceutical Commerce* (March 2013)

**Organizations and Programs**

[Michigan State University](https://www.linkedin.com/vsearch/p?keywords=Michigan%2BState%2BUniversity)

Board Member, Master of Science in Market Research Department,Starting January 2011

Insights Associations (formerly [Council of American Survey Research Organizations, or CASRO)](https://www.linkedin.com/vsearch/p?keywords=Council%2Bof%2BAmerican%2BSurvey%2BResearch%2BOrganizations%2B%28CASRO%29)

Founding Board Member, Starting 2017 at inception of Insights Association

Board Member CASRO, Starting 2006 and Past Board Chair, CASRO (2014)

[Pharmaceutical Marketing Research Group (PMRG)](https://www.linkedin.com/vsearch/p?keywords=Pharmaceutical%2BMarketing%2BResearch%2BGroup%2B%28PMRG%29), Member since 1997

Kantar Extraordinary People Programme

Chair, 2019-present

Champion, Special Olympics

Kantar Brighter Futures Programme

Chair, Unicef Partnership, 2016-2018

Champion, Unicef Partnership, Starting 2012

Kantar Empowering Growth/Mentoring For Success Programme

Executive Sponsor, The Americas, Starting 2015

Mentor, Starting 2012

## Projects

Digital Health Collaboration, (2018-19)

UN Common Ground Partnership, Gender Equality (2017)

In September 2015, United Nations Member States unanimously adopted the 2030 Agenda for Sustainable Development, focused on the three interconnected elements of economic growth, social inclusion and environmental protection.  With 17 Sustainable Development goals at its core, the Agenda is universal, integrated and transformative and aims to spur actions that will end poverty, reduce inequality and tackle climate change between now and 2030.

* WPP and Kantar have committed to addressing gender equality. I lead a long-term study which will be conducted among 40+ countries to measure attitudes toward gender rights. The results will be used to develop education and communication materials aimed at improving equality for women all over the world.

Power of the Purse (2014)

Women are at the heart of the healthcare system—they make the health decisions for themselves and their families. Beyond being patients and caregivers, women are often the Chief Medical Officer (CMO), the health nucleus of the home and accountable for creating a healthy “ecosystem.” This study takes a look at how we can help women become more confident in their role as the CMO and ultimately feel empowered to make good decisions. An educated CMO is respected and able to manage the ecosystem to ensure the health of her family and community. The potential size of the purse is far bigger than today’s “wallet.”

* WPP and Kantar sponsored the Power of the Purse study and I have been a brand ambassador for this project and its findings.

## Volunteer Experience & Causes

Angels’ Place, Southfield Michigan

As an advocate for persons with development disabilities, I am a long-time supporter of Angels’ Place, which provides people-centered services, including homes and professional support, for adults with developmental disabilities. I dream of a day when we’ve stopped using the R word in a disparaging way.

Mentoring and coaching

Independently and through various professional associations, I actively mentor and coach many female professionals each year.