

Keck School of Medicine of USC

Biotechnology Entrepreneurship and Commercialization

From Movies to Medicine: How Story Powers Everything



Fabio Gratton

Founder & Chief Alchemist
Alchemy Factory

Thursday, October 26, 2017

10 – 11:50 a.m.

NRT LG503/504

Fabio is the founder of Alchemy Factory <http://al.che.my/>, a southern California-based digital health incubator and co-work space focused on helping biotech, pharma and health tech startups accelerate and commercialize their products.

Fabio Gratton is widely recognized as the nation's preeminent authority on digital health marketing. Two-time Digital Health Innovator of the Year (PharmaVOICE), Gratton has worked with some of the largest pharmaceutical and medical device companies in the world during his 20-year career in digital marketing.

Gratton co-founded one of the nation's leading digital health agencies, Ignite Health, which was acquired by inVentiv Health in 2007. Fabio stayed on as Chief Innovation Officer through 2013.

He is the recipient of the industry's highest awards for medical marketing, including a CLIO for the groundbreaking animated HIV/AIDS campaign, "Live with It," and a WEBBY for his work on the initiative, "Change of HAART."

Gratton helped organize the inaugural SXSW Interactive Health Track, delivering the keynote, "FDASM: The Making of a Social Media Movement." He was also invited to testify for the FDA on the role of digital media in educating consumers about health issues, and has chaired the first Mobile Health Conference (mPharma).

Before Ignite, Fabio was a struggling screenwriter that worked for Hollywood's elite actors and studio chiefs to make ends meet.

**Sponsored by MA Program in Translational Biotechnology
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