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RABIN STRATEGIC PARTNERS BECOMES RABIN MARTIN

**Management Consulting Initiatives for the United Nations; Major U.S. Corporations;
Non-Profits and Foundation in Nigeria, India and the US; and Driving Change**

NEW YORK, April 4, 2011 - Rabin Partners, a leading global management consultancy working at the crossroads of health, is now Rabin Martin. The renaming accompanies the firm's expansion into large-scale, public health management consulting for programs inside and outside the United States. Efforts include the *Every Women, Every Child* initiative for the United Nations to raise global commitments for women and children's health; strategic planning for NGOs, foundations and universities in several countries; and global corporate reputation, policy, access to medicines and community relations programs for Fortune 100 companies. Since 2009 the firm has more than doubled in size and offers clients a program strategy and support team of more than 30 professionals. Steve Rabin becomes Chief Executive Officer and Bill Martin will be President of Rabin Martin.

Steve Rabin established Rabin Strategic Partners in 2002 to serve clients advancing public health goals. Steve has been on the faculty of the Columbia University School of Public Health and was a visiting fellow at the Harvard University School of Public Health. Prior to that he served as President of Ogilvy Public Affairs, head of the Washington, DC office of Porter Novelli and served as the Senior Vice President for Public Affairs at the Henry J. Kaiser Family Foundation. He is a graduate of the University of Illinois and holds a J.D. from The George Washington University School of Law.

Since joining the firm as a Partner in April of 2009, Bill Martin has made substantial contributions to the success of numerous Rabin Partners engagements. In 2010 Bill led an advocacy effort that helped the UN raise more than \$40 billion in new resources for women and children's health around the world. Before joining Rabin Partners Bill served as President of Global Health at Cohn & Wolfe and GCI Health and was the senior communications and investor relations officer at two biotech companies. Bill is a graduate of the School of International Service at the American University.

The senior team includes:

- **Samantha Cranko** formerly Executive Vice President and Managing Director at GCI Health. She brings significant experience and insights into communicating about health through traditional and digital media.
- **Lyndon Haviland, MPH, PHD** recently served as a Senior Project Leader for the UN Secretary-General's Global Strategy for Women's and Children's Health. She brings both global public health expertise and on the ground experience working in the field in least developed nations.
- **Rebecca Hoppy** with expertise focused on women's health, franchise branding, external partnerships and collaborations.
- **Kate Schachern** providing counsel to senior executives on access to medicines, policy issues, and stakeholder engagement.
- **Michael Seltzer** past President of the New York Regional Association of Grantmakers, an association of nearly 300 private and public funders with experience that extends to the Ford Foundation, the New World Foundation and Funders Concerned About AIDS.

The firm also moves to new offices in the Director's Guild of America building at 110 W 57th Street in New York.

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