

MARTIN MARION - BIO

Marty currently serves as president of Exposure Scientific, LLC, makers of AllergX™ Allergy Defense Formula, an all-natural, non-drowsy, quick-dissolve lozenge that regulates the true cause of allergy symptoms. Exposure Scientific is dedicated to researching, developing, marketing and licensing consumer healthcare products that are natural, patented, backed by science and disruptive to traditional pharmaceutical and drug approaches.

He was formerly SVP, Strategic Planning Worldwide for Grey Advertising / Grey Direct / Grey Health – one of the world’s largest multidisciplinary advertising agencies, and EVP, Strategic Planning for Medicus International – the world’s largest pharmaceutical and healthcare marketing agency – where he was responsible for direct executive and strategic management of over \$1.5 billion in pharmaceutical accounts.

Marty has been strategic and executive marketing consultant to numerous pharmaceutical and healthcare companies, including Merck, Pfizer, Glaxo SmithKline, 3M Pharmaceuticals, and many others. Marty was formerly a member of the Agency Leaders Council of the Direct Marketing Association of America. He is also the author of *The Positioning Matrix*.

Marty also served as Director, Worldwide Securities Information Services for McGraw Hill /Standard & Poor’s Financial Services LLC (S&P), where he was responsible for management for all international securities information systems services, management of stock market compliance products in the US, UK, Europe, Middle East and Asia, and managed \$95+ million annual budgets for 5 years.

Marty has also served as executive management consultant for the New York Stock Exchange (NYSE), The London Stock Exchange, The New York Commodities Exchange, The New York Mercantile Exchange, Merrill Lynch, Merrill Lynch International Bank, Goldman Sachs, The International Herald Tribune, The Financial Times (London), and many other securities exchanges and Tier 1 financial services firms around the world. At each of these firms, Marty set and managed corporate finance, business development and strategic marketing operations for an aggregate total exceeding \$20 billion.

Marty is a diplomate of the Columbia University Graduate School of Business, Arden House Executive Business Management program, and is a NAFTA-certified marketing expert and served for two years as marketing director for the United Nations Environment Programme, a Kenya-based NGO.

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