Veteran Eli Lilly Executive Joins Omada Health as Chief Commercial Officer

Wei-Li Shao Brings Two Decades of International Pharma Experience to Digital Care Leader

SAN FRANCISCO (PRWEB) May 29, 2019 -- Wei-Li Shao, an 18-year commercial executive at global pharmaceutical company Eli Lilly and Company, is joining Omada Health as the company’s Chief Commercial Officer. In this role, Shao will continue to drive Omada’s rapid channel growth across core market segments including payers, employers, brokers, and other strategic partners. Omada currently serves more than 600 enterprise and health plan partners, and to date, the company has enrolled more than 250,000 participants in diabetes prevention and self-management programs.

Throughout the course of his career, Shao has built and led business units in the United States, New Zealand, China, and Taiwan. Most recently, he was the Vice President of Lilly’s USA neuroscience business unit, and previously served as the General Manager of Lilly New Zealand and Lilly Taiwan, as well as the Vice President of Lilly China Diabetes. His work focused on building commercial capabilities, leading marketing and sales teams, and cultivating strong relationships across multiple medical specialties. Shao will leverage his extensive experience as Omada continues to build out its commercial teams, expand product offerings, integrate more deeply with existing partners, and leverage new channels.

“When moving into digital health, I was only interested in joining a company that had developed a strong foundation of patient-centered technology, delivered a mature business model, and demonstrated a commitment to generating medical-grade evidence,” said Shao. “Omada’s lived those values, and has spent the company’s life redefining what digital healthcare can be, and do. I couldn’t be more excited to help lead the next phase of this evolution.”

“Omada’s charter has always been to fill the gaps in traditional healthcare, while building a thriving business that makes a significant impact on the entire healthcare industry,” said Omada co-founder and CEO, Sean Duffy. “Wei-Li’s experience, strategic vision, and commitment to that future make him a perfect fit to lead Omada’s commercial operations as we scale to millions of patients in the coming years.”

The addition of Shao is the latest landmark in Omada’s growth. Earlier this year, the company announced the launch of a program for anxiety and depression, building on its expansion into type 2 diabetes self-management in 2018.

Shao holds a BS from the University of Wisconsin-Madison, and an MBA from Indiana University’s Kelley School of Business.

ABOUT OMADA HEALTH

Omada is a digital care program that empowers people to achieve their health goals through sustainable lifestyle change. Working primarily through health plans and employers, the company delivers personalized interventions for individuals dealing with obesity-related chronic conditions, as well as anxiety and depression. Combining data-powered human coaching, connected devices, and curriculum tailored to an individual's specific conditions and circumstances, Omada has enrolled more than 250,000 participants to date.
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