

**Rob Zeiger**  
**Senior Director of Marketing, Vaccine & Immune Therapies**  
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Rob Zeiger is Senior Director of Marketing, Vaccine and Immune Therapies with AstraZeneca. Rob and his team seek to help improve immunization rates by providing influenza vaccination options for patients and providers alike. Working with private and public health entities, Rob leads the team who focuses on how to educate and support HCPs and Patients on the need to immunize against influenza as well as the safety and efficacy of FluMist. Rob has over 18 years of pharmaceutical industry experience across various diseases and products, inclusive of numerous vaccines. Rob is an award winning, innovative marketer with an MBA from NYU and BS from The University of Maryland.