



## **Bridgett Rowley**

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Digital Consultant Director with the Allergan Digital Consulting Group of Allergan Aesthetics, an Abbvie Company.

Ms. Rowley leads a team of digital consultants, working closely with them, the Allergan Practice Consultant, and Allergan Data Labs teams on strategy, marketing, training, and program execution for the Allergan Digital Consultant Group. She also launched Allergan's first digital platform.

Ms. Rowley has more than 20 years of marketing, sales, branding, and business management experience. Prior to joining the Allergan Digital Consulting Group, she held multiple business leadership roles, include owning her own business, working as the director of business development for a beauty and medical aesthetics digital hub, and serving as a senior business development manager for Allergan Aesthetics. Ms. Rowley also worked in the neuroscience division at Eli Lilly and Novartis, a global leader in the health industry.

Ms. Rowley earned her Bachelor of Science degree in communications from East Carolina University in Greenville, N.C.