



Wendy Sue Swanson, M.D., MBE, FAAP

Pediatrician, Chief Medical Officer, Author, Advocate

Dr. Wendy Sue Swanson is leading the way to a new age in medicine, in which innovations in digital, social media, and prevention leverage the combined wisdom of clinicians, patients, and researchers to help build stronger relationships. Dr. Swanson was the founder and Chief of Digital Innovation at Seattle Children's Hospital in 2013, a community pediatrician, a weekly TV reporter, blogger, and has continued to be an important thought leader online for over a decade. Dr. Swanson speaks to digital health, innovation in public health, prevention, and healthcare advocacy. She provides pediatric advice to the press weekly. Dr.

Swanson is developing translations for smart speakers to help them better respond to the health queries of young people. Dr. Swanson has also collaborated with corporations on the impact of their products with the public, including with Amazon on the development of Alexa for Kids and with Proctor & Gamble on their new category creating infant monitoring and tracking.

Dr. Wendy Sue Swanson is a leading pediatrician, an entrepreneur and consultant, an author and media contributor and voice online. She was a health contributor to Seattle's NBC affiliate station for 6 years and continues to be an official spokesperson and public speaker. She is Chief Medical Officer of Before Brands, a health and wellness startup developing products and education to prevent food allergies. She holds a master's degree in bioethics and is the author of the book *Mama Doc Medicine: Finding Calm and Confidence in Child Health, Parenting, and World-Life Balance*, in addition to her blog and podcast.