

MM+M NAMES WOMEN OF DISTINCTION HONOREES

Crystal Weber, of Group 31 in Raleigh, is being recognized for her ability to innovate and inspire

June 11, 2024, Raleigh NC – MM+M has announced its 2024 Women of Distinction and Women to Watch honorees. Now in their ninth year, the MM+M Women of Distinction and Women to Watch programs celebrate healthcare marketing executives who have significantly impacted their organizations — and the industry writ large — during the past year.

Crystal Weber, CEO of Group 31 Communications in Raleigh, NC, has been selected as a Woman of Distinction. The honor showcases a dynamic group of women showcasing new and innovative ways of doing business, mentoring the women on their teams and creating a solid foundation of leaders for years to come.

After 15 years as a healthcare provider, Crystal joined Group 31 in 2018. Beginning as Director of Medical Communications, Crystal served in progressively responsible roles, and in 2022 she was named CEO. At Group 31, her role combines her scientific expertise, award-winning writing, and creative marketing acumen.

“For the ninth year in a row, we’re thrilled to be able to showcase the leaders whose creativity and spirit set the bar high, both internally and among their peers. We look forward to celebrating the achievements of the 2024 classes of Women of Distinction and Women to Watch,” said MM+M executive editor Larry Dobrow.

The 2024 Women of Distinction and Women to Watch honorees will be celebrated at an in-person event scheduled for June 13 in New York City and were profiled in the May print edition of MM+M.

About Group 31 Communications

Group 31 Communications is a full-service healthcare marketing agency that specializes in supporting emerging and mid-sized pharmaceutical companies with their medical education and marketing needs. Founded in 2010, Group 31 has successfully partnered with preclinical companies, launch brands and legacy brands by integrating with the clients’ medical and marketing teams to uncover challenges and sculpt strategic solutions.

