



Eric Peacock

**Co-founder and President of MyHealthTeam
and Swoop Chief Patient Officer**

A transformative leader dedicated to empowering individuals with chronic health conditions, Eric ensures patients have a voice in the research and marketing strategies of pharmaceutical companies globally. Inspired by a previous role at genetics company, Perlegen Sciences, where he worked with large patient communities participating in genetic research for complex diseases, he cofounded a mission-driven company that has grown into the largest set of patient social networks in chronic health and rare diseases. Eric is highly esteemed for his leadership in patient engagement and education, having been honored with the DTC Innovator award in 2019, and the PM360 ELITE 100 Patient Advocate recognition in both 2025 and 2018. His insights are regularly featured in publications like FiercePharma and MobiHealthNews, and as a frequent speaker at conferences such as MM&M Transform, Cannes Lions, Reuter's Pharma USA, SXSW.