

About Keyboard Communications

Jack Guerin

Jack Guerin is principal of Keyboard Communications. Earning a bachelors degree from Yale University and a masters from Princeton, Jack offers more than 20 years experience as a corporate marketing executive.

As Director of Marketing for New York Life's NYLCare Health Plans, Jack developed and executed marketing strategies which contributed to the growth of an entrepreneurial startup becoming a \$1 billion company.

Jack's marketing career has paralleled the growth of the Internet. In addition to preparing Web marketing content, he has also developed more challenging Internet applications. As a Vice President with Magellan Behavioral Health, he developed online screening programs for depression and alcoholism. These programs continue to serve millions of Magellan EAP clients.

With ConnectYourCare, a consumer driven healthcare company which is part of Revolution Health Group, Jack developed a suite of online tools to issue proposals, execute contracts, setup corporate accounts and enroll employees in healthcare savings accounts (HSAs, HRAs, and FSAs). These tools are currently being used by major banks and outsourcing companies.

Jack started Keyboard Communications in 2006. He is certified as both a Google Advertising Professional and a Yahoo Search Marketing Ambassador. Keyboard Communications is based in Columbia, Maryland.