

Success Leaves Clues: Trailblazer Edition 7, John Nosta

"If I have seen a little further it is by standing on the shoulders of giants." Isaac Newton



Is it time to step up to the plate, put on your cape and develop the mindset that will change your life and the life of others by helping you think, live, lead and succeed to purpose? If you answered yes to one of these questions, you will especially enjoy my Monday posts, short profiles of people who are standing on the shoulders of giants. People who are not afraid to be change-makers and trailblazers because they believe in our ability to create and sustain a better tomorrow, a better

future.

I believe that we are standing on a glass cliff facing the greatest renaissance we have ever known or a descent into the darkness of need, greed, ego and destruction that has destroyed every fiefdom and kingdom in recorded history. The greatest challenge we face is accepting the fact that the future must be different, and that creating a better future means adapting, changing the way we think, developing an evolution of self that drives [grit, growth and positive results for all. It is this challenge that speaks to my heart, it is this challenge that led me to develop the 30 model](#) and has been the pivot point in my life and work. It is this challenge that compelled me to highlight the work of fellow trailblazers and change-makers because I believe with

all my heart that we each have a role in creating a better tomorrow.

I am honored and delighted to introduce you to John Nosta, change-maker, trailblazer, and the #1 global influencer in digital health. John has helped to guide companies, NGO's and governments through the exponential change in the health and technology marketplaces. (Scroll down for John's bio)

Success Leaves Clues. 3 important questions, and equally important answers from, John Nosta, CEO Nostalab

1. What has been your greatest accomplishment as a trailblazer and change-maker serving a higher purpose?

My greatest accomplishment has been my talent for translation—to take complicated aspects of science and medicine and articulate them in a way that is both resonant and interesting to a specific target audience. From scientists to caregivers, it's been my goal to empower innovation through strategic and creative communications.

2. What do you want to be remembered for?

It's my hope that I'll be remembered less for the individual innovations but for the individuals whose lives I have touched.

3. What is your favorite quote? “As you think, so you act. As you act, so you become.” The Upanishads

[John Nosta](#) is a thinker and top disruptor in digital health, life sciences and the pharmaceutical industry. John is the founder of [NOSTALAB](#)—a digital health think tank. He's currently ranked as the #1 global influencer in digital health and is an international speaker and subject matter expert who has helped to guide companies, NGO's and governments through the exponential change in the health and technology marketplaces. A member of the Google Health Advisory Board,

[pens HEALTH CRITICAL for Forbes](#)—a top global blog on health & technology and [THE DIGITAL SELF for Psychology Today](#)—a leading blog focused on the digital transformation of humanity. He is also on the faculty of Exponential Medicine. John was a research associate at Harvard Medical School and has co-authored several papers with global thought-leaders in the field of cardiovascular physiology with a focus on acute myocardial infarction, ventricular arrhythmias and sudden cardiac death. He cut his teeth big agencies including Ogilvy CommonHealth, where he has held a series of positions including Chief Creative Officer, Chief Strategic Officer and unit President before founding [Nostalab](#).

Selected Videos from John, a small sample of his prolific work:

[Wisdom from the World's Top Digital Health Influencer](#)

[How Digital Health is the Future!](#)

[TEDx Video: Genius is our birthright and mediocrity is self-imposed.](#)



Irene Becker | Just
Coach

