

Deborah is an accomplished senior executive with more than 30 years experience building and leading start-up and high growth organizations.

Deborah served as President of Sales and Strategic Planning at Healthy Advice Networks, now PatientPoint, a place based media and patient education company. During her tenure, the company tripled revenues in 30 months, while delivering record profits, in one of the worst economic environments since the Great Depression.

She also served as Executive Vice President, Business Development, and a Corporate officer of publicly traded PDI. There she was responsible for growing PDI's \$350 million dollar plus sales and marketing services business. Under her direction the company achieved the highest YTY growth in the company's history, and achieved market dominance of over 50%.

Prior to her position at PDI, Deb was President and one of the original co-founders of ProtoCall LLC, a unique contract sales service provider to the pharmaceutical industry. She was also instrumental in the sale of the company to PDI, Inc.

Before joining ProtoCall, Deb spent almost 20 years with the IBM Corporation. During her tenure with IBM she held increasingly responsible positions in sales, sales training, and marketing. She worked across a broad range of industry verticals from manufacturing, distribution, and healthcare, gaining an in depth understanding of best of breed business practices, that can be leveraged across industries.