

**VIRGINIA (GINNY) A. PALMIERI**  
**Innovative and Entrepreneurial Leader**

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Ginny Palmieri is the Founder of VOCE Consulting which focuses on Healthcare & Financial Services Diversification and Innovation; specifically, go-to-market strategies, sales execution and organizational alignment. In addition, Ginny works with individuals and teams to inspire and guide others to live courageously AND confidently in their truest selves. Ginny achieves this by speaking on her book, Unspoken and helping others to find their authenticity in both their personal and professional lives. Ginny believes authenticity will lead to creating trust and a diverse environment where teams will think “outside the box,” take calculated risks and work to drive growth within their companies and on a personal level.



Prior to VOCE, Ginny was the Vice President of Specialty Services and an Officer of Independence Blue Cross (IBC), with revenue of \$17 billion for 12 years until December 2017. She created a new division which drove diversification and revenue/profit growth, and increased cross-selling and client retention in the changing healthcare industry which resulted in achieving over \$265 million in net sales,

Ginny’s experience includes P/L responsibility, strategy, managing change to attain improved business performance, human resources, operations and communications management, and successfully developing teams that consistently meet and exceed corporate goals.

Prior to VOCE & IBC, Ginny was Vice President of Commerce University, the training and development center for Commerce Bancorp. Ginny’s background also includes leadership positions at Bank of America/FleetBoston Financial, Founders Health Care (Allegheny Healthcare System), and American Red Cross.

Ginny’s strengths include communication, collaboration, ability to work in highly complicated and matrixed organizations, innovation, leading and managing teams, and building partnerships despite industry disruption.

Active in her community, Ginny is a Trustee of Thomas Jefferson University Hospitals & Philadelphia University (now Thomas Jefferson University), United Way’s Human Resources Advisory Committee, and a mentor of students. Ginny is a member of the Forum of Executive Women (FOEW) and a member of the Women & Board Engagement Committee.

Ginny has received honors including, Philadelphia Business Journal’s 2017 Women of Distinction and PA Diversity Council for Most Powerful and Influential Women. She has also been interviewed on the Executive Leadership Radio show and is often a guest speaker for various organizations. In December of 2015, she published her first book called Unspoken: Finding Your Voice and Living Your Authentic Life which focuses on courage, transparency, and authenticity.

She holds a BA, Cum Laude from Temple University and MBA, Magna Cum Laude from Philadelphia University. Ginny’s philosophy as a mother and business leader is to continually strive to advance individuals on her teams and in the community, as well as to be a role model for her children.

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