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New Executive Leadership Team at PharmaTouch **From Thriving Consulting Business to Leading-Edge Technology Solution Provider**

Chester, PA, November 1, 2015 – PharmaTouch has announced a new executive leadership team as part of the company’s transformation into a technology solution provider. Russ West, President of PharmaTouch, has joined forces with Bill Schnell and Tom Kohl who have joined the company as CEO and CTO respectively.

With more the 30 years of experience in the pharma industry, Bill Schnell brings to PharmaTouch a solid reputation for entrepreneurship in the Philadelphia area and beyond. “The new PharmaTouch leadership team is now in place,” Schnell says. “Building on a history of deep consulting expertise, our focus is now on bringing to market the new PharmaTouch CoreTouch Cloud Platform.”

The PharmaTouch CoreTouch Cloud Platform is planned as a software-as-a-service offering that includes sophisticated tools for business object modeling and process management. It will also serve as the foundation for a new set of PharmaTouch solutions that will help companies meet complex business requirements in the pharma, biotech, healthcare, and animal sciences industries.

PharmaTouch plans to build and deliver the following solutions on the PharmaTouch CoreTouch Cloud Platform:

- **PharmaTouch Speaker Bureau management system** – a full-scale enterprise-grade solution for speaker bureau providers to document and track meeting activities
- **PharmaTouch HCP Screening Portal** – a self-service cloud solution to automate activities for screening doctors, nurses, pharmacists, and other medical professionals
- **PharmaTouch Automated ETL and Integration solution** – a powerful engine for robust one-way and multi-directional integrations across systems to orchestrate data exchange and workflows
- **PharmaTouch Compliant Training solution** – a cloud-based portal that will use gamification and other innovative approaches to teach compliance to employees throughout the organization

Tom Kohl brings to PharmaTouch 30+ years of technology experience in governance, risk, and compliance for the pharma and biotech industries. “Our goal with the PharmaTouch CoreTouch Cloud Platform,” Kohl says, “is to use automation to help our customers minimize the risk, burden, and cost associated with compliance. This will help companies focus more of their energies on innovation and other value-added activities required to grow in today’s competitive markets.”

As President, Russ West is focusing his 20 years of pharmaceutical industry experience on helping the company grow by steering customer business development and client engagements. “Our customers are excited,” says West. “The PharmaTouch CoreTouch Cloud Platform gives them the flexibility needed to more effectively respond to a constantly changing compliance landscape. In the uncertain future ahead, this a very valuable thing indeed.”

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