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PharmaTouch Taps Ellen Derrico for VP of Marketing Streamlining Speaker Bureau Management, Event Management and Logistics

Chester, PA, September 1, 2016 – PharmaTouch has added Ellen Derrico to its executive leadership team as VP of Marketing. Derrico is a results-oriented 30-year veteran with an IT focus on the pharma, bio-tech, and healthcare industries. She brings to the table deep industry experience and a history of thought leadership on the need for better security and compliance in these industries.

Derrico has broad business experience with fortune 500 companies and a technical background in multiple STEM industries. “Ellen understands the challenges facing organizations on the security and compliance front and with her work founding life sciences organizations, she has been a leading entrepreneur in the Philadelphia region,” says Bill Schnell, CEO of PharmaTouch. “This makes her a great fit for the PharmaTouch agenda – which is to help pharma, bio-tech, and healthcare companies automate business processes and focus their energies on innovation.”

In addition to establishing marketing and business development functions at PharmaTouch, Derrico will be responsible for setting the direction for company communications and positioning the benefits of the PharmaTouch CoreTouch Cloud Platform to the market. This software-as-a-service offering serves as a highly flexible foundation to support a wide range of complex compliant business requirements. These include speaker bureau management, healthcare professional screening, automated data management, cross-platform integration, and staff training.

“What we care about is the customer,” says Russ West, President of PharmaTouch. “With her experience and record of results, Ellen is helping us to drive that message home.”

“It is clear to me that the leadership team at PharmaTouch is committed to the market,” says Derrico. “Ahead of me is the challenge of building out our marketing organization and helping to lead PharmaTouch into the next phase of customer-focused growth. I’m delighted to take on this opportunity.”

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