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FOR IMMEDIATE RELEASE

Tampa-based healthcare consulting firm prepares for growth with hiring new VP of Sales and Marketing

TAMPA, Fla. (Dec. 9, 2013) — Preparing for significant business growth fueled by the changing healthcare industry and the anticipated launch of two new software products in 2014, Tampa-based Cody Consulting hired Bradley Boyer as Vice President of Sales and Marketing.

In his new role, Boyer is responsible for overall sales and marketing strategy, building a national sales team, product development, refining the value proposition and target market, and enhancing the enterprise sales process and sales channels.

Boyer was previously the Regional Sales Manager for Elemental LED in Emeryville, Calif., where he was responsible for strategic sales, recruiting, and leadership of the Mid-Atlantic and Northeast regional sales team. He has nearly two decades' worth of experience in multi-million dollar consultative sales in various industries, including managed care.

Cody Consulting, which was established in 2006, recently created the VP of Sales and Marketing position to maximize growth opportunities. The healthcare consulting firm works with health plans throughout the country to maximize efficiencies and cut costs in the areas of marketing communications, compliance, business process outsourcing and executive search/organizational development.

“Health plans are at a critical juncture where they have to find the most cost-effective ways to operate, and at the same time stay in regulatory compliance, which is getting progressively more difficult with the increasing governmental oversight,” said Cody Consulting CEO Deb Mabari, MBA. “We see a huge opportunity to make a significant sales and marketing push right now. Brad is a very talented professional, and we’re thrilled to have him join our team and help propel us to the next level.”

Boyer will largely focus on product development, sales and marketing for CodySoft[®], Cody Consulting’s proprietary suite of web-based software specifically for health plans. The suite currently includes two programs, and two new products in the suite are scheduled to launch in 2014.

“My experience over the last 15 years is in market and product development with emerging, rapidly growing companies, like Cody Consulting,” said Boyer. “I thrive in a fast-paced environment where everyone’s cranking up the engines on bringing in new clients and increasing revenues. There’s great opportunity in this industry, with Cody Consulting as a company, and CodySoft[®] as a product.”

In a previous role, Boyer’s development and implementation of a newly structured sales organization resulted in annual sales growth from \$75 million to \$125 million in just two years.

About Cody Consulting: Cody Consulting works with government-funded and commercial health plans to maximize efficiencies throughout the organization. We help clients strategically integrate operations by streamlining marketing communications; improving regulatory compliance; assisting with Business Process Outsourcing; and offering organizational design/executive search assistance. Our proprietary suite of software, CodySoft[®], is specifically designed for health plans. www.codyconsulting.com

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