

FLORIDA'S NEWSPAPER FOR THE C-SUITE

# Business Observer



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## **Cody Consulting creates VP of sales job, hires former Elemental LED executive**

Tampa-based health care consulting firm **Cody Consulting** has hired **Bradley Boyer** for the newly created position of vice president of sales and marketing. The company says the addition was driven by expected new business from changes in the health care industry and the expected launch of two new software products in 2014.

Boyer is responsible for the company's



**BOYER**

overall sales and marketing strategy, building a national sales team, product development and enhancing the enterprise sales process and sales channels.

He was previously the regional sales manager for **Elemental LED** in Emeryville, Calif., where he handled strategic sales, recruiting, and leadership of the Mid-Atlantic and Northeast regional sales team.

"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," Cody Consulting CEO **Deb Mabari** says in a press release. "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."

Founded in 2006, Cody Consulting works with health plans throughout the country to maximize efficiencies and cut costs.