



Contact:
Kevin Schluth
Sagefrog Marketing Group, LLC
kevins@sagefrog.com
215.230.9024

FOR IMMEDIATE RELEASE

Synergistix Bolsters Team – Hires New Vice President of Client Operations & Services

Sunrise, FL – September 24, 2015 – Synergistix, a leading provider of customer relationship management (CRM) solutions for Life Sciences, has announced the appointment of a new Vice President of Client Operations & Services, Darren M. Coleman, who will be responsible for the overall success and strategic alignment of client interactions across the company.

Mr. Coleman brings 25 years of extensive pharmaceutical experience to Synergistix, including both sales and operations roles in oral and intravenous specialty medicines and dermatology companies. He has amassed leadership and knowledge in sales, operations, business strategy and global execution through roles including district sales manager, director of sales & marketing operations, executive director of global commercial business services and vice president of global strategy & operations. Mr. Coleman has managed large teams and delivered value oriented solutions for organizations like Hoechst-Roussel Pharmaceuticals, Inc., Purdue Pharma L.P., UCB Group, Stiefel Laboratories Inc. and GlaxoSmithKline.

“We’re thrilled to welcome Darren and his highly relevant and valuable background to the Synergistix team and to our clients,” said Don Schenker, President and CEO of Synergistix. “We pride ourselves on the ability to bolster our team with leading industry talent, and we look forward to leveraging his client-side perspective and strategic leadership to support our client’s needs and the growth of our organization.”

Mr. Coleman is an alumnus of the University of Florida where he earned an undergraduate degree in business administration with a concentration in marketing. He also received his master’s in business administration from Western Carolina University and masters in pharmaceutical and healthcare marketing from Saint Joseph’s University. He is an Eagle Scout, the highest rank in the Boy Scouts of America.

“As a user of the CATS system for over 6 years while at Steifel, I have first-hand knowledge how amazing the system is, as well as the superior customer service provided by the Synergistix team. To now be a part of that team makes me very proud. I’m ready to hit the ground running and build upon the many successes of the organization.” said Mr. Coleman.

About Synergistix

Since 1997, Synergistix has enabled life sciences companies to build strong customer relationships and highly effective sales teams with its end-to-end customer relationship management solutions. It’s Customer Analysis and Targeting System (CATS) Software Suite expertly combines field-based data capture, management reporting and sample accountability services to deliver a state-of-the-art, PDMA-compliant solution for automating, managing, and monitoring sales force activity. For more information, visit www.syncrm.com.

###