



## **Synergistix Announces Appointment of New Chief Operating Officer**

**Sunrise, FL – March 15, 2017** – Synergistix, a leading provider of customer relationship management (CRM) solutions, sample accountability and other services for Life Sciences, announced the appointment of Darren Coleman as its new Chief Operating Officer (COO). The announcement was made at the Company’s 13<sup>th</sup> annual *Solutions through Partnerships* Conference, held March 8 – 10, 2017, at the Marriott Pompano Beach Resort & Spa Pompano Beach in Pompano Beach, Florida.

As COO, Coleman will provide the leadership, management and vision necessary to ensure Synergistix has the proper operational controls, administrative and reporting procedures in place to effectively grow and ensure financial strength. The Company began transitioning the COO role to Coleman in December 2016 to ensure a seamless evolution would occur for its clients and team members. Previously responsible for the overall success and strategic alignment of all client interactions, Coleman will leverage his 25 years of experience in the pharmaceutical industry to fortify his new role.

“On behalf of the entire Synergistix team, we excitedly welcome Darren to his new role and look forward to leveraging his diverse experience across the industry to help shape the future of Synergistix,” said Don Schenker, President and CEO of Synergistix.

Prior to Synergistix, Coleman held previous roles including district sales manager, director of sales and marketing, executive director of global commercial business services, and vice president of global strategy and operations, affording him a horizontal and enterprise-wide foundation of knowledge. He has also managed large teams and delivered value oriented solutions for organizations such as Hoechst-Roussel Pharmaceuticals, Inc., Purdue Pharma L.P., UCB Group, Stiefel Laboratories Inc. and GlaxoSmithKline. He is an alumnus of the University of Florida, Western Carolina University and Saint Joseph’s University where he graduated with his Masters in pharmaceutical and healthcare marketing.

### **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 and sample accountability 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. Visit [syncrm.com](http://syncrm.com).

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