

FOR IMMEDIATE RELEASE

Center Welcomes Christina Scordia as Director of Study Outreach

NEWTOWN, PA – October 2017 – The Center is pleased to welcome Christina Scordia as its Director of Study Outreach. In this newly created role, she will be responsible for connecting members of the healthcare industry to the resources of the Center.

"Christina's strong background in non-profit management and business development perfectly fit our search for someone to fill this new position," said Bob Celeste, Founder of the Center. "As our Studies continue to grow, it's important we have a strong team in place to stay connected with the industry stakeholders and keep them informed. Christina's firm grasp on this goal, along with her friendly and outgoing demeanor, made her the natural choice. We're thrilled to have her on board."

Ms. Scordia joins the team from U-Haul International where she was a top sales analyst for a prominent Fortune 1000 company. In this position, she oversaw the entire CRM process by conducting webinars, supervising digital marketing efforts and representing the brand at various trade shows across the U.S. Additionally, she assisted her team with field training and other new product launch initiatives.

Before her time at U-Haul, Ms. Scordia was Director of Advancement at Villa Victoria Academy in Ewing, NJ where she oversaw development and student admissions and was integral to the success of its annual campaign funding initiatives. Prior to this, she worked in West Chester, PA as a sales manager for Metro Management Corp. where she consistently maintained above average closing ratios and even went on to set a company-wide record for her efforts.

Mr. Scordia holds a BS in Professional Studies from West Chester University (with an emphasis in marketing, business geography and sociology) and has earned a Graduate Certificate from State University of New York in Nonprofit Management. Christina also is an avid, published creative writer.

For more information, contact Lynette Byrnes, PR Director at lbyrnes@c4scs.org.

Note: SCORDIA PHOTO ATTACHED.

Center for Supply Chain Studies

The Center was established in 2015 as a neutral, nonprofit exploration and educational forum designed to support the healthcare industry in its mission to improve efficiencies, increase productivity and streamline regulation compliance. We host group-funded Studies to openly exchange ideas and share expertise, supporting our belief that the combination of unique perspectives and viewpoints leads to greater discovery and innovation.

For more information about the Center and our Studies, please visit: www.C4SCS.org

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