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Michael Weintraub Brings Wealth of Health Marketing & Sales Experience to Board of SK&A Information Services



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Michael Weintraub Brings Wealth of Health Marketing & Sales Experience to Board of SK&A Information Services (Photo: Business Wire)

IRVINE, Calif.--(BUSINESS WIRE)--Michael Weintraub, Founder, Chairman and CEO of MindSet Marketing Solutions LLC in Scottsdale, Arizona, has joined the board of directors for SK&A Information Services effective this month. His firm, MindSet Marketing Solutions, specializes in direct-to-patient, targeting and segmentation solutions.

Stuart Krasney, Chairman and CEO of SK&A Information Services, says, "We're delighted to have a person of such distinguished knowledge and accomplishment join our board. Michael's expertise in a market key to our growth plans is welcome, and his advice regarding our strategies for market development will be invaluable."

Weintraub's background includes senior management positions with leading healthcare information management and marketing firms including:

- Exec VP and General Manager for the U.S.-based Healthcare Analytics Division of Wolters Kluwer Health
- Exec VP of Sales, Information Management Solutions Unit, NDC Health
- Creator, General Manager of NDC's Retail Pharmacy Informatics Group
- Senior VP of Disease Management & Business Development, Value Health and Value Rx

- President of Compliance America, an independent consulting firm focused on patient medication interventions
- Senior VP of Sales, Macmillan Healthcare Information
- Senior VP of Sales, Business Mailers Inc.
- Vice President, Sales & Marketing, Pharmaceutical Data Services

Weintraub received his B.S. in Pharmacy from the University of Arizona, and completed graduate work at Dartmouth College. He served as an Adjunct Professor of Pharmacy at the University of Arizona, College of Pharmacy. He is the author of several pharmaceutical business and trade articles and a speaker at domestic and international conferences on managed care, disease management, and healthcare/pharmaceutical market research and sales management.

About SK&A Information Services, Inc.

For over 20 years, SK&A Information Services has been the industry's leading quality healthcare information services provider. The firm researches, formats and maintains contact and profiling information for over 2 million healthcare providers, including 600,000 physicians. Their information supports client initiatives for: physician directories, continued medical education (CME), pharmaceuticals, managed healthcare, medical devices, publishing and more.

SK&A Information Services, Inc. is headquartered at 2601 Main Street, 6th Floor, Irvine, CA 92614, <http://www.skainfo.com/>.

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