

# SwitchPoint Consulting Continues Growth in 2013 With Three New Hires

/EINPresswire.com/ Seattle firm welcomes new consultants to its talented team of healthcare and non-profit industry experts.

[SwitchPoint, LLC](#) continues to grow its capacity to serve unique client needs with the addition of three new hires to its Seattle-based office. The combined experience of new team members [Geoff Martin](#), [Vanessa Laughlin](#), and Todd Penke spans a diverse set of industries including healthcare, biomedical, pharmaceutical, retail, food distribution, mining, and energy.



“We are thrilled to build out our team to continue bringing top tier strategy consulting services to our clients in the Seattle market” said Ted Schneider, co-founder of SwitchPoint, LLC. “Our new people fit the mold of all SwitchPoint consultants as innovative thinkers, difference-makers, and self-motivated problem solvers. Our clients will benefit not only from their experience and capabilities, but also from their passion for the sectors we serve.”

Geoff Martin joins SwitchPoint as an Associate, bringing more than 6 years of consulting experience working with clients across the healthcare industry, including biomedical device manufacturers, pharmaceutical companies, payers, and providers. Geoff believes in close collaboration with clients and a highly analytical approach to problem solving. His past work includes developing a technology strategy at a large provider system, organizational restructuring at a major health insurer, and assessing strategic options for responding to drug shortages at a top pharmaceutical company. Prior to joining SwitchPoint, Geoff was a Consultant with the Boston Consulting Group and a Senior Market Research Analyst with Boston Biomedical Consultants.

Vanessa Laughlin joins SwitchPoint as an Associate, bringing diverse strategic and operational experience ranging from start-ups to Fortune 500 retail organizations with expertise in marketing strategy, business case development, cross-functional team leadership, business process improvement, change management, and people development. Vanessa is experienced in delivering innovative solutions to complex problems through a versatile and highly adaptive approach. Prior to joining SwitchPoint, Vanessa was with Starbucks Coffee Company in a variety of product management and internal consulting roles across the Marketing, Technology and

Wholesale Operations organizations. Her areas of focus included product development, national retail product launches, new retail concept stores, supply chain integration, and global ERP implementations.

Todd Penke joins SwitchPoint as a Consultant, with experience in assisting clients across a multitude of industries and functions. He has aided senior decision making through extensive quantitative and qualitative analysis, consumer research, and process mapping with issues ranging across organizational design, pricing optimization, operations strategy, and project management. Todd's prior work includes clients from the food distribution, mining, beverages and energy industries. Todd joined SwitchPoint from The Boston Consulting Group where he worked in their Washington D.C. and Perth, Australia offices.

SwitchPoint, LLC is a Seattle based management consulting firm that helps healthcare and non-profit clients make the most of strategic opportunities through a unique blend of analytic rigor, deep functional experience and organizational sensitivity. For healthcare clients, SwitchPoint is passionate about helping navigate the complex challenges of health reform while also balancing the need to deliver outstanding health outcomes and improve business performance. For non-profit clients, the SwitchPoint team understands the unique non-profit culture and has developed the skills to help clients focus their priorities, not so they can make more, but so they can do more.

Media Contact:

Media Relations

SwitchPoint, LLC

206-218-6545

<http://www.SwitchPointLLC.com/>

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