



# PlayMaker CRM adds Senior Director of Product, New Board Member

*PlayMaker CRM announces the addition of Jennifer Artabane as Senior Director of Product and Wayne Gattinella as Board Member.*

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/EINPresswire.com/ -- [PlayMaker CRM](#), the leading sales platform for post-acute care, announced today the addition of two key roles within the organization. Jennifer Artabane will serve as Senior Director of Product, and Wayne Gattinella, former CEO and President of [WebMD](#), joins the Board of Directors. "These additions to our company reflect our continued commitment to bringing together the brightest minds in healthcare and technology to solve the business growth challenges of the post-acute care space," said John Griscavage, CEO of PlayMaker CRM.



PlayMaker CRM is the Leading Sales Platform for Post-Acute Care

In her role as Senior Director of Product, Artabane will help position PlayMaker CRM and its customers for future success in the changing and dynamic healthcare industry. "We are delighted to have Jennifer join the team," said Griscavage. "Her product leadership and insight will ensure that PlayMaker CRM remains at the forefront of innovation for post-acute care providers."

Most recently, Jennifer served as VP, Product for Brooks Bell, Inc., a testing, optimization, and personalization consulting and services firm. In this role Jennifer was responsible for leading the organization's nascent software product strategy, planning, and development. Prior to Brooks Bell, Jennifer served as the VP, Business Operations and Marketing for ReverbNation, where she worked with the product development and marketing teams to build and market solutions and services to assist independent artists advance their careers. Jennifer also spent six years working on and leading the ChannelAdvisor Product Management team, specifically responsible for the marketplace integrations and core functionality of the ChannelAdvisor platform.

Jennifer earned her MBA from Duke University's Fuqua School of Business, and her bachelor's degree in Business Administration from the College of William and Mary.

Also announced today is the addition of Wayne Gattinella to the PlayMaker CRM Board of Directors. Gattinella has played a key leadership role in the success of several game-changing organizations in the digital information space. Prior to joining DoubleVerify in 2012, he was CEO and President of WebMD, the most recognized brand of health & wellness information. Under Wayne's 10-year leadership, WebMD significantly expanded its revenues and profitability into one of the world's preeminent web properties with a market cap over \$3 billion. Wayne held previous management positions in several high growth public companies including Medco Health Solutions, MCI Telecommunications and People PC.

"Wayne has been at the helm of numerous healthcare technology success stories," Griscavage adds. "His unique perspective and experience will allow us to effectively manage the growth trajectory that we have been on for the past few years."

Wayne holds an MBA from St. Joseph's University and a BS from Drexel University LeBow College of Business in Philadelphia. He also serves on the Board of Directors for HealthGrades and the Advisory Boards for Drexel University College of Medicine and LeBow College of Business.

For more information, visit [playmakercrm.com](http://playmakercrm.com).

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