

Flora Strengthens Executive Leadership with Key Appointments Across Product, Data, and Technology Teams

Flora Management, is proud to announce 3 major leadership appointments that further cement its position as a category-defining force in HIT innovation.

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Flora Management, a leading consultancy at the intersection of health tech, life sciences, and patient access, is proud to announce three major leadership appointments that further cement its position as a category-defining force in [EHR](#) innovation and digital access strategy.



Joining Flora's executive team are:

- Jolean Sheffield, who begins as Chief Experience Officer (CXO)
- Lindsay Lare, appointed Executive Director of Data Products, leading the continued product development of Flora's flagship product and platform [EvergreenIQ](#)
- Sai Siramdas, promoted to Chief [Technology](#) Officer (CTO)

These moves come as Flora continues to scale its data-first, access-driven offerings for pharma and life sciences brands seeking performance accountability and true interoperability across EHR, point-of-care, and hub services.

"This is the team that will carry Flora into its next chapter."

"These aren't just hires—they're statements," said Angelo Campano, CEO of Flora. "Jolean brings clarity, empathy, and operational firepower to every partner and internal initiative she touches. Sai has been a quiet engine of product innovation from day one, and his promotion to CTO reflects his indispensable leadership. And Lindsay—Lindsay is the kind of talent that doesn't join a company... she has a mandate to shake things up."

Meet the New Flora Appointments:

Jolean Sheffield – Chief Experience Officer

With over 15 years of experience building and optimizing client success teams in healthcare marketing, Jolean has a reputation for turning chaos into process and process into impact. At Flora, she'll oversee all aspects of client engagement, operational delivery, and cross-functional team alignment—ensuring clients experience the full depth of Flora's expertise from onboarding to insight. "She's one of the most precise, no-nonsense leaders I've ever worked with," Campano added. "Jolean doesn't 'manage' projects—she commands them."

Lindsay Lare – Executive Director, Data Product

Flora's marquee reporting and analytics platform, EvergreenIQ, gets a power boost with the arrival of Lindsay Lare. A rare blend of technologist and storyteller, Lindsay brings deep experience in analytics architecture, outcomes measurement, and predictive data modeling. Her mission? Build a future where pharma and life sciences brands can see everything—from message delivery to patient outcome—in a single dashboard.

"Lindsay joining Flora is like a Marvel hero showing up mid-battle with a plan, a cape, and three extra IQ points," joked Campano. "She's going to transform EvergreenIQ from a smart product into a dominant platform."

Sai Siramdas– Chief Technology Officer

Sai has been a key architect of Flora's technical infrastructure, data ingestion pipelines, and real-time programmatic decisioning engines. As CTO, he'll lead all technical strategy, platform evolution, and interoperability initiatives—ensuring that EvergreenIQ, Flora's API ecosystem, and partner integrations remain future-ready.

"Sai's promotion isn't a reward—it's recognition. He's been the CTO in spirit and execution since day one," said Campano.

Bolstering a Leadership Bench Built for Scale

These appointments round out a formidable executive team that includes:

- Angelo Campano, Chief Executive Officer (CEO)
- Russell Grimaldi, Chief Commercial Officer (CCO)
- Shannon Pfeffer, Chief Partnership & Product Officer (CPO)
- Jolean Sheffield, Chief Experience Officer (CXO)
- Sai Siramdas, Chief Technology Officer (CTO)

Together, this team represents Flora's commitment to building the most integrated, accountable, and agile offering in health tech and pharma access.

About Flora

Flora is a health technology consultancy and data solutions firm reimagining how pharma brands engage with EHR, point-of-care, and access channels. Through deep partnerships, proprietary data platforms like EvergreenIQ, and a team of industry veterans, Flora delivers full-

funnel strategy and execution for brands seeking real-world outcomes.

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