

ProcellaRX Names Jeanette Pascuzzi-Heacock Vice President, Business Development and Partner Alliances

Former Genpact and EPAM alliance leader and registered pharmacist joins life sciences firm ProcellaRX to lead business development and partner alliances

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[ProcellaRX](#), LLC, a Decision Quality Intelligence firm serving regulated life sciences, today announced the appointment of [Jeanette Pascuzzi-Heacock](#), R.Ph., as Vice President, Business Development and Partner Alliances, effective August 24, 2026.

The ProcellaRX logo features the word "PROCELLA" in a dark purple, sans-serif font, followed by "RX" in a bright orange, sans-serif font.

ProcellaRX

In this role, Pascuzzi-Heacock will lead ProcellaRX's new-business strategy and strategic partner and channel relationships, expanding the ecosystem through which the company brings consulting services, technology solutions, and subscription offerings to pharmaceutical, biotechnology, medical device, and other regulated life sciences organizations.

“

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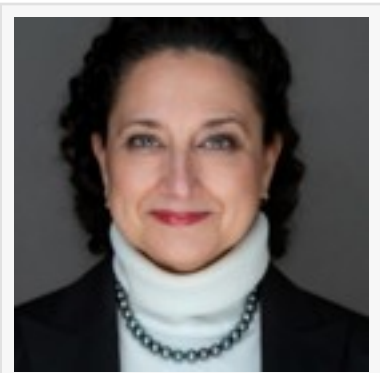
Dori Gonzalez-Acevedo

A registered pharmacist, ASQ Certified Six Sigma Black Belt, and Quality Auditor, Pascuzzi-Heacock brings over three decades of cross-functional innovation and transformation experience spanning pharmaceutical R&D, clinical practice,

product realization, quality compliance, and enterprise technology application at scale. She began her career at Wyeth/Pfizer developing novel drug-device delivery systems—including co-inventing an FDA-approved needleless syringe for NASA spaceflight missions—before leading commercialization, healthcare provider enablement, and 50+ brand partnerships at Pfizer and deploying GE Healthcare's global HCP compliance operations. She is among the few practitioners who have walked a brand the full distance from bench to bedside, training healthcare providers

while practicing as a hospital pharmacist. That vantage point means she knows every hand-off, what each discipline owes the next, and what it takes for a therapy to earn its place with the prescriber and the patient.

Most recently, Pascuzzi-Heacock served as AVP, Global Alliance Partnerships at Genpact. Across her career, she has managed partnerships and portfolios over \$250 Million, originating enterprise alliance arrangements that generated 9-digit, multi-year commitments with the first year, and delivered double digit year-over-year growth. At Genpact, she restored visibility to more than \$100 million in unrealized partner-driven revenue and helped establish digitized forecasting and an agentic revenue-governance framework that became a corporate standard.



Jeanette Pascuzzi-Heacock, VP of Business Development and Partner Alliances

Her enterprise and alliance leadership experience also includes EPAM, UiPath, and Appian, with extensive work across Fortune 100 life sciences organizations as clients.

“When you build a company as personally as I have built ProcellaRX, bringing someone in to represent it in the market is a big decision,” said [Dori Gonzalez-Acevedo](#), Founder and Chief Executive Officer of ProcellaRX. “Jeanette understands the science, she understands the business, and she understands the responsibility that comes with working in this industry. But what mattered most to me was trust. I wanted someone who would represent ProcellaRX with the same curiosity, integrity, and care that we bring to our work. I found that in Jeanette.”

Life sciences organizations increasingly operate through interconnected ecosystems of technology providers, implementation partners, quality organizations, and specialized service firms. That ecosystem is becoming increasingly important as pharmaceutical, biotechnology, and medical device companies adopt cloud platforms, intelligent automation, AI-enabled systems, and new approaches to digital quality and validation.

In her new role, Pascuzzi-Heacock will develop technology and channel alliances that extend ProcellaRX's capabilities, strengthen existing partner relationships, and create new pathways for regulated life sciences organizations to access the company's services and solutions.

“ProcellaRX is building something regulated life sciences genuinely needs,” said Pascuzzi-Heacock. “I have walked with a brand from bench to bedside, so I know what every hand-off costs and what it takes for a therapy to earn its place with a provider and a patient. I am looking forward to growing the partner network that brings it to more customers and their patients.”

The appointment comes as ProcellaRX expands its Decision Quality Intelligence practice. ProcellaRX defines Decision Quality Intelligence as the discipline of creating the conditions for quality decisions to be conscious, defensible, and continuous.

The framework underpins the company's work across digital validation, Computer Software Assurance (CSA), quality transformation, emerging technology governance, and AI-enabled systems. ProcellaRX works with regulated life sciences organizations and technology partners to modernize how organizations govern, validate, test, and make decisions about increasingly complex digital environments.

Pascuzzi-Heacock holds a Bachelor of Science in Pharmacy and an MBA in Marketing from Drexel University. She is a registered pharmacist and holds credentials including ASQ Certified Six Sigma Black Belt, ASQ Certified Quality Auditor, and Prosci Change Practitioner. She was attracted to the booming RTP area growth in Life Sciences where she's taken up residence in Clayton, NC and is active engaged with the local economic growth community empowering the growth of Women Leadership in AI for Healthcare and the Life Sciences.

Dori Gonzalez-Acevedo

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