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CONTACT:

SLACK Incorporated
Lee Gaymon
Vice President, Marketing and Audience Development
lgaymon@slackinc.com
856-848-1000 ext. 356

SLACK Incorporated reorganizes to enhance focus on audience engagement and connection

Thorofare, NJ — SLACK Incorporated, a Wyanoke Group Company, is pleased to announce a management restructuring and expansion designed to enhance the organization's focus on new content development, increased audience engagement, and strategic execution in a rapidly changing business environment. This effort allocates additional resources to develop content, enhance user experience on the company's web platform, Healio.com, and expand SLACK's sales staff.

"The restructuring provides great alignment of SLACK Senior Leadership with our strategic focus, and allocates the resources to execute that strategy," said **John C. Carter**, Chief Operating Officer, Wyanoke Group. "We are expanding our efforts to create quality, in-demand content for our audiences, provide an exceptional experience for Healio users and meet the needs of health care professionals and advertisers."

The following Officers have been appointed to lead the strategic effort:

Chief Content Officer, **Joan-Marie Stiglich, ELS**, is charged with supplementing SLACK's market leading news coverage by developing new content models and features that expand Healio's active user base. SLACK will also add content development staff to growing specialty areas. Additionally, Stiglich will focus on strengthening the connection between SLACK brands and the communities they serve.

"We want SLACK and Healio to have a greater presence and impact in the professional communities we serve," Stiglich said. "To continue to grow Healio we need to reach beyond the daily news headlines to meet the full spectrum of our audience's information needs."

Andrea Gaymon, M.Ed., has been named Chief Experience Officer, Healio.com, a new, first-for-Wyanoke position. Gaymon will be responsible for delivering exceptional user experience on Healio.com, integrating the efforts of content, IT, marketing and design to focus on putting user needs first.

Said Gaymon, "Improving user experience is about truly putting user needs first. It requires company-wide collaboration to solicit user feedback, apply analytics and institute best practices to allow and encourage users of Healio at a high level."

Michael Graziani has been named Chief Sales Officer and will be tasked with leading the tactical implementation of SLACK's Strategic Plan on a day-to-day basis. Coupled with an expansion of the

current Sales Team and Management, these changes represent a commitment to customer service and innovation.

“SLACK has always had a reputation as a market leader in delivering great content to our audiences and great value to our customers,” Graziani said. “We are adding to our traditional value proposition by ramping up our ability to bring innovation in a time of great change.”

“We are very excited about the possibilities for growth and advancement this restructuring will unlock,” said **Peter Slack**, Wyanoke President and CEO. “For our print and digital audiences, it means more and better information directly relevant to their practice. For our customers, it means greater access to that audience.”

The restructuring includes strengthening management roles throughout the organization and allocating resources to key growth areas.

- **Christine Martynick** becomes Vice President, Special Services, managing print, digital and live event projects, while adding increased sales facilitation resources to the department.
- **Zach Gursky** becomes Vice President, Digital Innovation and Programmatic Sales, facilitating integration of Healio and programmatic sales opportunities.
- Products will be realigned by specialty, led by Group Sales Directors **Courtney Cashman, Matt Dechen** and **Patrick Duffey**.
- Similarly, an experienced corps of Editorial Directors will assume additional responsibilities to enhance specialty focus, while content development resources will be added to key growth specialties. The Editorial Directors are, **Katrina Altersitz, Stacey Hosier, Kristine Houck, Mark Leiser, David Mullin** and **Chris Rosenberg**.

For more information, visit Healio.com or contact Lee Gaymon, Vice President, Marketing and Audience Development, at lgaymon@slackinc.com, 856-848-1000 ext. 356.

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About Healio.com

Healio.com is a medical website, enabling health care specialists to select and tailor news, information and education to their daily practice of medicine. Designed as an in-depth, clinical information resource, Healio.com brings together award-winning news reporting with expert perspectives, dynamic video and multimedia, question-and-answer columns, CME and other educational activities, blogs, peer-reviewed journals and a wide range of popular medical book titles all in one place. For more information, visit Healio.com.

About SLACK Incorporated

SLACK Incorporated, publisher of Healio.com, is a leading provider of information to targeted health care specialties. SLACK produces 42 publications in print and online; publishes more than 250 medical and allied health books; creates custom print and Internet-related projects; and produces health care convention daily newspapers and meeting supplements. For more information, visit SLACKinc.com.