



## Bruce Brandes

Executive Vice President and Chief Strategy Officer



After more than two decades as a leader in the healthcare information technology and services marketplace, Bruce Brandes has assumed the role of Executive Vice President and Chief Strategy Officer for AirStrip Technologies™.

"AirStrip has created the most clinically compelling healthcare information technology for physicians I have ever seen – and I have spent more than 20 years in this industry," Bruce says. "This remarkable group of professionals shares my personal mission to advance technology and transform healthcare."

Bruce's primary responsibility is focused on identifying and leading the strategic initiatives that will drive the growth and expansion of the company. As part of the executive leadership team, Bruce oversees and engages a variety of key initiatives. They include major account leadership, optimizing distribution channels, forging strategic alliances, sales, marketing and product planning, and internal operational and financial outcomes.

In addition, as AirStrip Technologies advances its presence in the global marketplace, Bruce drives internationalization, product development and the expansion of services, along with crafting marketing messages and overseeing branding with an eye on overall growth.

Prior to joining AirStrip, Bruce developed an extensive record of success in building and growing sales and marketing organizations that listen to and understand clients' needs by collaboratively solving challenges and improving outcomes.

Bruce's teams consistently overachieved objectives at healthcare information technology companies including HealthStream, Inc., Eclipsys Corporation, McKesson/HBOC and IBM.

AirStrip Technologies developed its trailblazing platform with a vision of securely sending critical patient information directly from hospital monitoring systems, bedside devices, and electronic health records to a clinician's mobile device, including smartphones and tablets. The AirStrip solution suite is developed with an eye on achieving meaningful mobility throughout the healthcare setting.

FDA cleared and HIPAA compliant, AirStrip applications are powered over wired and wireless networks, delivering virtual real-time waveform and relevant clinical data. The AirStrip Technologies solution suite includes AirStrip OB™, AirStrip CARDIOLOGY™ and AirStrip PATIENT MONITORING™. The AirStrip platform is completely reusable, scalable and information system independent for deployment throughout the healthcare system.

## Bruce Brandes

### Business Experience

AirStrip Technologies; Executive Vice President and Chief Strategy Officer

HealthStream Inc.; Vice President, Sales and Field Operations

E&C Medical Intelligence; Senior Vice President

Eclipsys Corporation; President, South Region

McKesson / HBOC (formerly Enterprise Systems, Inc.); Regional Manager

IBM Corporation; Advisory Marketing Representative

### Education

MBA; Loyola University, 1989

B.S. Finance; University of Florida, 1988

### Personal

A resident of Nashville, Tennessee, Bruce and his wife have three children.

## About AirStrip Technologies

Based in San Antonio, Texas, AirStrip Technologies delivers pioneering medical software applications to enable mobility in healthcare. Designed to work across any platform, AirStrip strengthens communication and collaboration among medical professionals by mobilizing critical clinical information, including real time and historic waveform data, to any smartphone or tablet. The results improve patient safety, reduce risk, and increase physician, nurse and patient satisfaction.



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