

**For Immediate Release**                      **March 2, 2010**

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## **New Director of Life Sciences Business & Client Manager Join B2B Sales & Marketing Company, Volkart May & Associates, Inc.**

MINNEAPOLIS, March 2, 2010 – Volkart May & Associates, Inc. (Volkart May), a leader in appointment setting and inside sales outsourcing is pleased to announce the addition of Susanne Holderried and Bryce Nordaune to their organization.

Holderried, Director of Life Sciences Business, joins Volkart May with ten years of experience in international marketing, leading the global communications and localization efforts for global medical device launches. During her four years with Triple Ink, a subdivision of Martin Williams Advertising, and her six-year tenure with Medtronic's Global Translations Solutions group, she worked with clients from all business sectors on international marketing strategies and the implementation of multi-lingual product launches. Most recently, Holderried has completed an assignment with Health Partners Medical Group and has graduated with her MBA from the Carlson School of Management.

The experience Holderried brings to Volkart May will support deeper penetration into the Life Sciences market and drive solid results for clients looking to grow their medical device and healthcare businesses. "I am thrilled to join an organization with proven success and a solid reputation in the lead generation industry. I look forward to strategizing with clients on business development opportunities and issues specific to their industry and helping them achieve optimal sales and marketing ROI," said Holderried.

Nordaune joins Volkart May as a new Client Manager offering solid account management and business-to-business sales and lead generation experience. Prior to Volkart May, Nordaune managed multi-million dollar accounts for the Greater Twin Cities United Way and supported business development efforts for Cbeyond, Inc. through prospecting, sales and sales strategy development.

"I'm excited to be a part of a dynamic company whose focus is business growth for B2B clients. Today's economy demands new sales and marketing strategies and Volkart May is able to support this need through live, more relevant communications in the marketplace. Inside sales and prospecting presents a unique set of challenges, and I'm pleased to be in a position to support the business development needs of our growing client base," commented Nordaune.

**About Volkart May & Associates, Inc.** Volkart May & Associates, Inc. (Volkart May) is a B2B sales and marketing outsourcing partner that enables companies with high-value product and service solutions to increase sales force efficiency and grow their business by identifying more qualified sales opportunities. Volkart May specializes in making live, brand-enhancing lead generation and inside sales calls, securing sales appointments with decision makers, qualifying inquiries and building accurate, targeted marketing databases. For more information about our 19 years of healthcare, medical device, high tech and other industry experience, visit [www.volkartmay.com](http://www.volkartmay.com).

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