

Leigh Ann Ruggles

Director, Strategy & Business Development, Verizon Mobile Health Solutions

Leigh Ann leads the team charged with Business Development, Account Management and Marketing for Verizon's Mobile Health Solutions. Verizon Mobile Health Solutions leverages Verizon's expertise in mobility, data security, scalability and consumer engagement to connect patients, providers and payers in innovative ways with the mission to transform how these stakeholders engage to help solve some of healthcare's biggest challenges. In her role, Leigh Ann is responsible for new business development and strategic partnerships, driving new mobile health products into the market via both direct and channel sales, Go-to-Market Strategy and market positioning and clinical trials and existing accounts.

Leigh Ann joined Verizon from Healthways (Nasdaq: HWAY), a wellness and disease management company, where she served as Director of Business Development. During her tenure at Healthways, she held strategic business development roles across multiple distribution channels, including health plans, large self-insured employers, and health system clients. Across all channels, Leigh Ann developed and executed on strategy to drive revenue directly and through distribution channels via clients such as: Cigna, CareFirst and WellMark.

Prior to joining Healthways, Leigh Ann served as Senior Director of Business Development for the Economic Alliance of Greater Baltimore, working with business, government and university leaders to promote business and economic development in the Greater Baltimore region. Her responsibilities included strategic business development in the health care industry, with a focus on companies supporting the Centers for Medicare and Medicaid Services (CMS) Chronic Care Improvement Program.

Leigh Ann also served as Director of Marketing for the first business service management software company, Managed Objects, which is now part of Novell. In this role, she founded and grew the marketing department, leading a cross-functional marketing team for the US and Europe. Her responsibilities included all aspects of marketing to launch products and drive sales, including: analyst relations, internal and external communications, public relations, sales support, lead generation, marketing collateral and web presence.

Leigh Ann has a Bachelor of Science degree in Biology from Wake Forest University in Winston-Salem, N.C. She has served in numerous volunteer roles, including two terms as President of the Healthcare Businesswomen's Association Mid-Atlantic Chapter, Advisory Board member, and Founding Board Member of the Esophageal Cancer Action Network.