

Incredible Journey – Two Women Realize Dream of Entrepreneurship Serving Pharmaceutical Industry

Phoenix Marketing Solutions, LLC

In the months leading up to the release of the Affordable Care Act (ACA) "Sunshine Provision" requirements, the bio/pharmaceutical, diagnostic and medical device communities were holding their collective breaths. But before data collection requirements finally kicked in on August 1, 2013, clients of Phoenix Marketing Solutions, LLC were ready to hit the ground running. Even in a still-fluid regulatory environment, they had expert support and software for real-time data capturing and streamlined reporting on physician interactions in full compliance with the new law.

Supporting bio/pharmaceutical companies through a daunting regulatory landscape is not new territory for Phoenix founders Tracy Doyle and Angela Fiordilino. With combined experience of over 40 years working with pharmaceutical manufacturers, they are past the steep learning curve required when dealing with federal agencies, and well equipped to address the ACA's complexities



by providing turnkey enterprise-wide solutions. Phoenix is a full-service medical communications and integration partner to manufacturers. Its proprietary processes and software have more than a decade of proven success in the field. The company has been recognized three times by *NJBIZ* and three times by *Inc. 500/5000* as a fastest-growing company.

Transition and Transformation

Doyle and Fiordilino's success story might have seemed unlikely when the two psychology majors met in college.

After graduation both entered the social services/mental health field. They each have other women, and each other, to thank for their professional development. A female mentor convinced Doyle that listening, problem-solving, clinical and other skills honed in social work could be translated into pharmaceutical sales. Doyle, in turn, gave Fiordilino the confidence to snag her first marketing job even though few medical supply companies were hiring people without previous sales experience. Doyle later hired Fiordilino to work with her at a startup venture where Doyle was senior vice president and



Tracy Doyle, President and CEO (right)
Angela Fiordilino, Executive Vice President and Chief Operating Officer

producing millions in sales and contributing to the growth of the startup.

In 2002, it was Fiordilino's turn to inspire Doyle. In a bleak moment, the startup company had downsized Doyle, who also had growing personal responsibilities including gaining custody of her niece and nephew. "I knew our combined experience and Doyle's loyal clientele could launch a new venture," said Fiordilino. "I never doubted we would succeed. When we reflected together on the risk, we realized that the worst thing that could possibly happen was that we would need to find jobs."

Today, Doyle and Fiordilino continue to grow as leaders and inspire others. "Our advice to women is not to fear," says Doyle, a 2005 Ernst & Young Entrepreneur of the Year. "If you have skills, foster them and surround yourselves with people who can fill in the gaps in your organization. In my experience, I have learned that you can do anything."

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