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The Unicorn Group, LLC adds Healthcare expert to new Board of Advisors

Waldron brings executive level healthcare expertise to the team

Washington, DC (May 24, 2010) – The Unicorn Group is proud to announce that David Waldron has agreed to join The Unicorn Group’s newly formed Board of Advisors. The Board of Advisors will be responsible for helping drive the development of The Unicorn Groups’ clientele as the company continues to grow.

“We’re very excited to have David join our team. His experience in the healthcare industry coupled with a command of financing options in the field will serve our clients well.” says John Aggrey, Chairman and CEO of The Unicorn Group. “With healthcare at the forefront of the national debate, it’s important to have Davids’ leadership and subject matter expertise.”

David is the CEO of Traction Business Development, LLC. a strategic consulting firm focused on the healthcare industry. Prior to that he served as the Executive Manager of Atradius, a global credit insurance company (Atradius Group, Netherlands). In that capacity he was responsible for covering the Americas & APAC while developing markets for the company’s revenue cycle management, receivables management and collections businesses throughout the Americas - with initial focus on USA, Canada and Mexico – and APAC focused on Hong Kong, China, Japan, Singapore, Australia and New Zealand.

Prior to Atradius, David served as Vice President of Healthcare Financing for LaSalle Bank. In that capacity he was responsible for creating a new nationwide healthcare financing division within the leasing company. Prior to LaSalle Bank David served as the Head of Marketing, Cardio-vascular CT systems for GE Healthcare a US \$10B business unit of General Electric.

‘I am delighted to accept John Aggrey’s invitation to join The Unicorn Group’ said David Waldron. ‘The Unicorn Group has a unique approach to working with early stage businesses to accelerate commercial development and build revenues. I am looking forward to making a strong contribution as John expands Unicorn into the healthcare space, supporting entrepreneurs with innovative solutions in such areas as disease diagnostics and treatment, personalized medicine and the electronic health record. I can think of no more fulfilling way to use and share my global business experience and more than 20 years healthcare technology experience’ he added.

About The Unicorn Group

The management of The Unicorn Group brings over 50 years of collective experience and has spent over 20 years developing a process of **Executive Relationship Marketing (ERM)** patterned after the Asian principles of *Guanxi* (*pronounced Guan-chee*). With a personal network of over 2,400 senior executives in the United States and around the world, we screen the technology landscape to identify hard to find, best-of-breed, early stage business solutions and present them to relevant decision-makers in targeted industry verticals across corporate America to create efficiencies and optimize productivity.

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