



Laurie Quercioli
Business Catalyst

Laurie has over 15 years of experience in the sales and marketing industry with 8 years devoted to respiratory and pharmaceutical sales. Her experience in marketing, training, commercial sponsorship, and customer service is valuable in analyzing sales aids, message testing, and business strategy.

Laurie offers a diverse background and experience in healthcare sales and marketing, including market research solutions, medical equipment, supplies, pharmaceuticals, managed care, and emergency medical products.

Prior to joining KGC, Laurie was the business development manager at our partner site, QualVu.com. Her role in developing technology solutions, sales & marketing, project integration, and client services helped make the site a viable online qualitative video solution. Before her work at QualVu, Laurie directed operations and business development for the United States Air Force. Her roles included:

- Managing business operations for Headquarters and 178 base-level facilities worldwide
- Managing budgets of up to \$1.3M
- Staffing teams of as little as four to as many as three hundred employees and volunteers

Laurie holds a Bachelor's Degree in Social Services from Florida State University and a Master's in Public Administration & Human Resource Management from Troy State University. She enjoys training and riding horses and holds national and world titles for riding and showmanship. At home in the foothills of Conifer, Colorado, she spends her free time with her husband Lenny and children Sierra and Cole.