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Marketing Maven, Sandra Holtzman: Rules & Tools to Properly Raise Capital.

- Sandra Holtzman is a serial entrepreneur specializing in effective business and marketing solutions for startups in the life sciences and technology sectors.
- An award-winning copywriter, Sandra founded Holtzman Communications, LLC in 1997. HoltzmanCom.com specializes in every area of life sciences; bio, pharma, B-to-B, and consumer: Sandra was on the launch team of the Acura car.
- She has developed a proprietary methodology, called **Rapid Development**®, a quick-to-marketing method that finds out what customers really want and give it to them at 80% less cost in 75% less time. Companies that have used the Rapid Development methodology have seen their brands and ROI grow from 600% to 1,000% and have had successful exits.
- She was a Founder & Chief Marketing Officer of Cloud Diagnostics a SaaS company in the medical device / diagnostics sector – the company had an exit in 7 months.
- She's a Founder & Partner of E.H.R. Empowerment Consortium – A consultancy dedicated to helping medical practitioners qualify for government funding by using Electronic Health Records.



Sandra Holtzman

Holtzman Communications, LLC
116 West 23rd Street
New York, NY 10011
212.414.0780

SHoltzman@HoltzmanCom.com

www.HoltzmanCom.com

Twitter: @holtzmancom