



Mavens Consulting

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# PRESS RELEASE

## **Mavens Consulting Announces International Expansion**

*Salesforce.com and Veeva CRM Implementation Partner Now Serving Pharmaceutical Companies in Europe*

[CHICAGO, IL] February 7, 2013 – Mavens Consulting, a leading systems integrator specializing in salesforce.com and Veeva CRM deployments in the life sciences industry, announces its expansion throughout Europe. Mavens will have certified experts based in London, Barcelona, and Milan to better serve its global clientele throughout Europe who have adopted Force.com and Veeva solutions.

"Mavens is dedicated to addressing the expanding needs of our global clients," said Prasad Kanumury, Mavens principal and founder. "We're confident our expertise and distinctive approach to Force.com and Veeva implementations will result in shorter timelines and better prepared customers."

Kanumury continued, "Having partnered with Veeva over the past five years, our team has practical knowledge managing the compliance and regulatory considerations of this industry and is committed to partnering with our customers to create new ways to communicate through mobile and web channels."

Veeva's Dan Goldsmith, General Manager, Europe, noted, "Mavens is a trusted partner, and we're looking forward to continuing our relationship as they expand into Europe. Like Veeva, Mavens is devoted to customer success and I am positive this will help them build a strong client base in Europe."

Mavens European teams will be led by Joseph Ferraro, Chief Technology Officer, who has developed solutions for Veeva customers that enable more effective adoption of the Force.com platform and Veeva applications. Ferraro will be joined by Services Lead and fellow Veeva implementation architect James Hemsley.

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"Mavens commands an industry focus and technological specialization that takes the risk out of implementing new technologies," said Joseph Ferraro, CTO, Mavens. "Our goal is to help our customers refresh aging infrastructures, as well as maximize clients' investments in salesforce and Veeva."

Mavens has worked closely with Veeva since both were founded in 2007 and was Veeva's first implementation partner. Since then, Mavens has optimized usage of the Veeva CRM and Force.com platforms for global pharmaceutical companies. As part of the European expansion, Mavens plans to also deliver medical information call center and HCP portal solutions that complement the Veeva product suite.

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#### **About Mavens Consulting**

Mavens Consulting is the life science industry's premier salesforce.com implementation partner focused exclusively on delivering innovative Force.com solutions to pharmaceutical and medical device companies. All Mavens are certified Force.com experts who possess unparalleled global industry knowledge. Mavens' unique implementation approach provides clients with practical, tailored Force.com and optimized Veeva CRM solutions. Founded in 2007, Mavens is headquartered in Chicago with offices through the U.S. and Europe. Connect with Mavens at [mavens.force.com](http://mavens.force.com)