

## Karen West, Chief Operating Officer, Joins The Mercadien Group

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Conrad L. Druker, CPA, managing principal of Mercadien, P.C., CPAs, is pleased to announce the addition of Karen West to the organization's management team as Chief Operating Officer.

As COO, Karen will direct and participate in acquisition and growth activities to support the overall business plans as well as develop, establish and direct the execution of operating policies to support the overall processes, policies and objectives of The Mercadien Group. She is responsible for managing all financial and administration operating activities including revenue and sales growth; directing planning and budget development to support strategic business goals.

Karen brings 25 years of experience in accounting, project management, operational efficiency and consumer marketing to The Mercadien Group. She has most recently worked as a COO of Patient Marketing Group, a digital patient relationship marketing agency, where she coordinated business development, managed internal operations and liaised with external corporate operational teams.

Working in Big Pharm for Johnson & Johnson and Novartis, Karen evaluated the effectiveness of promotion and consumer marketing programs and also worked in corporate finance, cost accounting, research finance, maintenance accounting and marketing accounting for consumer products.

Karen graduated with a B.A. in Accounting from Rider University and received her Master's in Business Administration from Rider University.

For more information, contact:

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