



## **athenahealth Appoints Simon Mouyal as Chief Marketing Officer**

August 19, 2019

### *Award-Winning Technology and Cloud Computing Executive to Expand Company's Position in the Healthcare IT and Services Market*

WATERTOWN, Mass. —August 19, 2019 —athenahealth, Inc., a leading provider of network-enabled services for ambulatory and hospital customers nationwide, announced today that it has appointed Simon Mouyal as chief marketing officer (CMO). Mouyal is an award-winning marketing leader who brings more than 20 years of technology and cloud-computing expertise to the organization.

“Simon has revitalized established markets and knows how to achieve growth through a commitment to customer success,” said Bob Segert, chairman and chief executive officer of athenahealth. “His expertise will be instrumental for athenahealth to drive new innovations in the healthcare IT space and take forward our mission to transform healthcare, creating more opportunity for practitioners to focus on patient care.”

Most recently, Mouyal was CMO at Medidata Solutions, a leading technology and data platform for life sciences. Prior to that, he served as vice president of global marketing for Rackspace, where he built the company’s go-to-market strategy and digital engine. He also spent eight years working for Microsoft, where he served in various marketing and sales roles focused on the company’s cloud portfolio. Simon earned an MBA from Grenoble Graduate School of Business in France.

“I’m thrilled to be joining a company committed to enabling healthcare professionals to improve patient care and achieve better clinical outcomes,” Simon Mouyal said. “athenahealth has pioneered the EHR market and provides network-enabled services and analytics across the continuum of care. I’m honored to be working with such a talented marketing team to create delightful customer experiences and to accelerate growth at this pivotal time in athenahealth’s trajectory.”

Mouyal has earned global recognition for his marketing leadership, including the 2017 MarCom Gold Award for Strategic Communications Marketing. Also in 2017, he was named the Corporate Marketer of the Year by the Association of National Advertisers and two years prior, one of the 100 most innovative CMOs in the world by *Hot Topics* magazine.

About athenahealth, Inc.

athenahealth partners with hospital and ambulatory customers to drive clinical and financial results. We offer medical record, revenue cycle, patient engagement and care coordination services. Our technology and analytics help healthcare providers across the continuum of care effectively manage their financial, clinical, and human capital workflows. We combine insights from our

network of more than 160,000 providers with deep industry knowledge and perform administrative work at scale. For more information, please visit [www.athenahealth.com](http://www.athenahealth.com).

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