



**FOR IMMEDIATE RELEASE**

**[QuantumMark, LLC](#) Partner to lead “Build Your Informatics Project Toolkit” Presentation at the [2015 NAPHSIS Annual Meeting](#)**

**RENO, Nev. (April 7, 2015)** – [QuantumMark, LLC](#) is honored to announce that Suzanne March, Partner, MBA, CMC, and Diane Borhani, Managing Partner, MBA, CMC, will lead the “Build Your Informatics Project Toolkit” presentation on Sunday, May 31 at the [National Association for Public Health Statistics and Information Systems \(NAPHSIS\) Annual Meeting](#). The yearly NAPHSIS meeting is an educational and networking event for state government professionals in vital records and public health statistics and will be held at the [Westin Convention Center](#) from May 31 to June 3, 2015 in Pittsburgh, Penn. This presentation will be open to NAPHSIS members who attend the conference and direct or participate on informatics projects representing the business perspective.

“Effective project management is a critical success factor for projects both large and small. This is particularly true for technology projects where failure to attain the goals of the project is far too common,” said Suzanne March, QuantumMark, LLC Partner, MBA, CMC. “This presentation will cover the full project life cycle and show how utilizing the right project management tools will help to mitigate project risks and improve the likelihood of project success.”

Conference attendees can register for the presentation by sending an email with their name and contact information to [hq@naphsis.org](mailto:hq@naphsis.org) by the registration deadline of Friday, May 8. This half day event will cover:

- The life cycle and challenges of a technology project
- How project management tools and techniques can help projects be successful
- How to identify the specific tools from the project management toolkit that match to a specific project’s size and scope

For the seventh consecutive year, QuantumMark will host a booth at the NAPHSIS annual conference. At the booth attendees will find information on services the Company offers for vital records and public health. QuantumMark has unique experience in the vital records



sector and is renowned for its work with States in effectively assisting with preparing for and implementing vital records systems. The Company has been intimately involved in many other aspects of public health including immunization, substance abuse, community health, emergency preparedness and medical marijuana to highlight a few.

Attendees who stop by QuantumMark's booth will have the chance to play a fun game and be entered for a chance to win a daily prize. Last year, three lucky attendees had the pleasure of taking home a beautiful prize-filled Lake Tahoe mug. This year's game and prizes promise to be equally entertaining.

For the latest information on QuantumMark please visit us on our Facebook page at [www.facebook.com/QuantumMark](http://www.facebook.com/QuantumMark) or follow us on Twitter at <https://twitter.com/QuantumMarkLLC>.

#### **About the Presenters**

**Ms. March** began her career at IBM where she held positions as instructor, systems engineer, and marketing representative. Following IBM, she started a technology practice designing, developing, implementing, and supporting business applications for small and medium sized businesses. After a move to Nevada, Ms. March specialized in Hospitality Casino systems and ultimately sold her business to Bally Manufacturing, a Fortune 500 Company, where she served as General Manager of the Systems Division before embarking on a full-time consulting career.

Ms. March applies her more than forty years of unique experience to her consulting engagements in the public and private sector primarily in the area of planning for and implementing productivity enhancing projects. Areas of expertise include: project design and management, business process reengineering, planning for and implementing productivity enhancing systems, RFP development, implementation planning and cost/benefit analysis. Ms. March holds an MBA from the University of Nevada Reno and a BA from Michigan State University, Honors College in Economics.

**Ms. Borhani** began her consulting career in Spain with a U.S. consulting firm. She first worked as a consultant, then as project manager, Engagement Director and finally as head of the



Spanish operations where she was responsible managing all consulting engagements in Spain. Ms. Borhani is accomplished at and passionate about facilitating the involvement of client personnel in the joint development of organizational and process solutions that achieve sustainable, measurable change in organizations.

Ms. Borhani holds a Dual BA, in International Relations and Spanish from the University of California, Davis, CA; a Masters in International Management from The American Graduate School of International Management (Thunderbird), in Glendale, AZ; and a Masters in Business Administration from La Escuela Superior De Administracion Y Direccion De Empresa, in Barcelona, Spain.

#### **About QuantumMark, LLC**

[QuantumMark, LLC](#), a nationally certified women-owned small business, is led by two highly disciplined and focused leaders with more than 30 years of experience in providing project management to the public sector including an expertise in vital records and state marijuana programs. The sole focus of QuantumMark, LLC is to facilitate the successful implementation of client projects. With a partnership approach, QuantumMark, LLC ensures that clients will have the appropriate level of involvement to achieve the desired results on-time and on-budget. A hallmark of QuantumMark engagements is the transfer of project management skills to client team members to improve client team performance on future projects.

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