



insight

WHAT'S NEW

As 2016 is off to a very busy start, it's critical that we all continue to recognize the importance of staying focused and working together to achieve what we are confident will be another record-breaking year for Skipta. Our winning culture has been and will continue to be a differentiator for us in the marketplace and in the eyes of our clients. As a reminder, the values that shape our culture are:

- Leadership: The courage to shape a better future
- Collaboration: Leverage collective genius
- Integrity: Be real
- Accountability: If it to be, it's up to me
- Passion: committed in heart and mind
- Quality – What we do, we do well

We will be successful by living these values and applying them to how we accomplish this year's three key initiatives: strengthening our master, master our data, and increase member engagement.

SKIPTA LEADERSHIP TEAM

Please welcome **Nate Caro** to our Skipta Team! Nate has a wealth of experience in business and data analytics. He joined the Operations Team as Director of Business Analytics, reporting to Jeff Anderson in February. Nate is a graduate of Northwestern University and resides in California.

TECHNOLOGY

Like all Skipta departments, IT is kicking off 2016 with an intense focus on planning for Q1 and beyond. Our last product release was deployed to all communities, sandbox and demo sites during the week of January 18, 2016. At a high level, items included in that release were: Testopel program work, continuing Entyvio testing, game enhancements, sequence ads, non-human trafficking investigation, content management tweaks, branding changes with logos and a new web preview. The development team has begun work on our second Sprint for 2016, 16.02. Key points being spec'd out and developed are:

- Beginning stages of product catalog
- Allowing games to be played through e-mail pass through workflow
- Marketing initiatives for Skipta FAQs, Help tab
- MDF landing page updates
- Gather enhancements
- Performance issues
- Password reset
- Web preview enhancement

IT plans to keep the entire Skipta team up-to-date on development work and related items during our weekly IT Town Hall Meeting held every Wednesday from 1-2 pm.

GRACE USDIN, SOLUTIONS MANAGER

If you can dream it, you can do it.

WALT DISNEY

THAT'S WHAT TED SAID



MARKETING

2016 started off with some very exciting news for Skipta! We were awarded *PM360's* Gold Winner in the [Self Promotion – Digital Category](#) for our Skipta brand evolution, a combination of our new logo and enhanced Skipta.com website. This accolade was awarded to us by our peers and clients – reinforcing that Skipta brand awareness is higher than ever. Aligned with our focus on being data driven, I can further reinforce this by sharing that the average monthly number of visits to Skipta.com has increased by 227% following the updated site's launch.

In February, the Skipta team will have a strong presence at the [2016 ePharma Summit](#), which brings together industry innovators and thought leaders. Our participation will include an exhibit booth, along with a podium presentation led by Ted. This is the premier digital event of the year, and is sure to be a successful one.

Lastly, I'd like to remind all to please engage with our Skipta social media channels: Facebook, Twitter and LinkedIn. The marketing team is working hard to grow our social influence, and having full support from the internal team is the first step in increasing our reach.

ELIZABETH CICCIO, VICE PRESIDENT, MARKETING

Science is not only a disciple of reason but,
also, one of romance and passion.

STEPHEN HAWKING

TRIVIA

Which one of the pictured Skipta gents favorite movie is *The Shawshank Redemption*?

- A. Cam
- B. Chris
- C. Nick
- D. Sreekanth



We did **RECIEVE** a correct answer to last month's trvia.

Jeff Eaton guessed correctly! Jeff guessed correctly on his 3rd attempt. Because it took him 3 tries, he's decided to pass on the prize and have it roll over to this month's edition. Thanks Jeff! What a sport! What a guy!

Matt Baggett fosters puppies and/or dogs that are rescued from kill shelters in the South. The dogs are driven up in vans and/or flown up in private planes. Matt fosters them until they are able to find homes. Over the past 4 years, Matt has fostered between 80 - 100 dogs. Sometimes, it's 1 dog for 2-3 days. Other times, it has been 6 Newfoundland puppies for 3 weeks.

Pictured: One of Matt's rescues. Male, about 4 months.



Know this month's answer? Send your answer to [Katie Szott](#)

SALES

2015 was a very busy year for the Sales Team.
Let's take a look at it by the numbers:

2 Sales team members added

20 + Deals won

\$24.5 Million: 2015 Pipeline built

140 Deals added to the pipeline

39 # of Pharma Companies for proposals submitted

2,000 Best guess at number of times demo site used

200 Spreadsheets Robyn and Elizabeth filled out for RFPs

The sales team looks forward to a very successful 2016!

JEFF EATON VP, CLIENT SOLUTIONS

You must do the things you think you cannot do.

ELEANOR ROOSEVELT

HOLIDAY PARTY RECAP

What a great year 2015 was!
Cheers to an even better 2016!



MILESTONES

BIRTHDAYS:

Jeff Anderson - February 8

Matt Baggett - January 19

Nick Doherty - January 26



WORK ANNIVERSARIES:

Elizabeth Ciccio - January 2015 (1 year)

Sreeni Jakka - February 2012 (4 years)

Grace Usdin - February 2014 (2 years)