

## ***NEWS* from Flashpoint Medica, LLC** For Immediate Release

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### **Charlene Prounis Receives "Highest Leaf Award" From Women's Venture Fund**

New York, NY, June 11, 2013 – In recognition of her business leadership and commitment to helping other women succeed, Charlene Prounis, CEO and managing partner of Flashpoint Medica, has been selected by the Women's Venture Fund to receive the organization's Highest Leaf Award.

The award is given annually to women executives who contribute significantly to their respective industries while assisting other women in developing the skills and resources for attaining their own business goals.

An entrepreneur who co-founded two successful healthcare advertising agencies, Prounis has been active in healthcare her entire professional life. Working first as a nurse, then as a pharmaceutical sales representative, she entered medical advertising in the 1980s, steadily working her way up within the Grey Healthcare Group. In 1999, she and another woman ad executive co-founded Accel Healthcare, which they developed into a top-20 agency before merging it into Corbett Accel New York in 2004.

Today, Prounis heads up her second successful agency, Flashpoint Medica, which opened shop in 2005, the same year PharmaVOICE magazine named her one of the 100 most inspiring leaders in the life sciences. Just three years later, Flashpoint was named Agency of the Year by the editors of Med Ad News.

Steadily evolving and innovating, the company continues to distinguish itself as one of the nation's leading multichannel healthcare agencies. In 2012, Flashpoint grew to 85 employees, substantially expanded its digital expertise, and won 20 major creative awards for its work.

Prounis' business leadership and mentoring activities extend beyond her company. A past president of the Healthcare Businesswomen's Association and long-time member of its board, she initiated several major HBA initiatives, including the annual Leadership Conference, Rising Stars program, and groundbreaking 1999 POWER Study, which documented women's experiences and career prospects in the pharmaceutical business. In addition, she started the organization's Metro Chapter and co-chaired the Woman of the Year fundraising committee for three successive years.

Prounis is also active with the Medical Advertising Hall of Fame, recently helping establish a series of educational programs for the next generation of healthcare communicators.

"I love the work I do and I love helping other women succeed, so the Highest Leaf Award holds a lot of meaning for me," Prounis said. "The Women's Venture Fund provides extremely valuable services, and I'm honored to be associated with the group."

This year's Highest Leaf Awards will be presented at a breakfast ceremony hosted by NBC correspondent Lynda Baquero on Wednesday, June 12, at the Harvard Club in New York City. This year's honorees were announced at the NASDAQ closing bell ceremony on April 25, which New York Mayor Michael Bloomberg proclaimed as Women's Entrepreneur Day in honor of the work done by the Women's Venture Fund.

**About Flashpoint Medica**

Flashpoint Medica, a member of the Omnicom Group (NYSE: OMC), is a multichannel healthcare communications agency that combines the traditional healthcare marketing disciplines -- strategic, medical, account and creative services -- with innovative digital communications. The company's clients include some of the most respected names in the pharmaceutical and biotech industries. For more information, visit [www.flashpointmedica.com](http://www.flashpointmedica.com).

**About the Women's Venture Fund**

Founded in 1994, the Women's Venture Fund (WVF) is a nonprofit organization that helps women establish thriving businesses in urban communities. Under the leadership of Maria Otero, founder and president, WVF offers training, small-business loans and consultations with successful business advisers to help women reach their business goals. For more information, visit <http://www.wvf-ny.org>.

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