

Entrepreneurial Spirit

HER MOTTO IN LIFE IS: "IF YOU CAN DREAM IT UP, YOU CAN MAKE IT HAPPEN."

A true trailblazer at heart, Charlene Prounis has the drive, determination, passion, and smarts to make good things happen for her, her partners, her colleagues, her employees, and the companies she has launched. The question for Ms. Prounis has never been why, but rather why not when it relates to embarking on new business ventures.

Making it happen has become a habit for Ms. Prounis, whether it's pulling together a program, launching a brand, or exceeding client expectations.

In 1999, having finished a year-long term as president of the Healthcare Businesswomen's Association, Ms. Prounis made the decision to step out on her own. Driven by the love of entrepreneurialism that she had developed during her 12 years working in advertising at Grey Healthcare Group, Ms. Prounis, along with her current partner Risa Bernstein and two other colleagues, founded Accel Healthcare Communications (now Corbett Accel Healthcare Group).

Accel received financial backing from Omnicom Group Inc., a strategic holding company that manages a portfolio of global agencies, and quickly rose to national prominence. Within five years, Ms. Prounis, Ms. Bernstein, and their partners developed Accel

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PROUNIS

to a top-20 medical advertising agency, making it among the most successful start-ups in Omnicom history.

With the wind of that success filling her sails, Ms. Prounis jumped back into the entrepreneurial ocean in the beginning of 2005 by founding FlashPoint Medica LLC, again with the support of Omnicom and with Ms. Bernstein as a cofounding partner. Ms. Prounis, copresident and managing partner of FlashPoint Medica, believes there are moments in every brand's life when the timing is right, interests converge, and connections are made. The goal of the agency is to provide specialty communications tools to ignite new opportunities at those crucial moments.

In addition to developing inspired solutions, Ms. Prounis' success has much to do with her ability to inspire those around her. She believes that by setting a standard that others can look up to, always pushing the envelope, and developing ideas that spark the imagination, people become inspired and want to be on a winning team. Ms. Prounis also strongly believes in helping others in their career development and takes a genuine interest in identifying peoples' strengths to make good things happen.

Never one to shy away from a challenge, Charlene Prounis, Copresident, Managing Partner, and Cofounder of the newly formed FlashPoint Medica LLC, is embarking on the next stage of an already successful career.