



FOR IMMEDIATE RELEASE

## Jennifer Valentine, Veeva Systems, Appointed to PDMA Alliance Board of Directors

*Customer data jumps to the forefront of marketing compliance with PDMA Alliance's newest vendor partner board member appointment*

**PLEASANTON, CA — October 5, 2015** — Jennifer Valentine, Veeva Systems' senior director of U.S. data operations, has been appointed to the Prescription Drug Marketing Act (PDMA) Alliance's Board of Directors. Valentine will serve a two-year term as a vendor partner, bringing nearly 20 years of experience in helping companies navigate the data management landscape and ensure business compliance.

The PDMA Alliance is a not-for-profit industry association founded in 1989 to guide life sciences organizations' understanding of new sample compliance regulations. It has since expanded to include medical device companies, and broadened the scope of its compliance coverage beyond the PDMA to include other critical areas such as the Sunshine Act and Aggregate Spend provisions, Drug Supply Chain Security Act, and corporate integrity agreements.



Jennifer Valentine - Veeva Systems' defender of the data - appointed to PDMA Alliance board

Valentine joined Veeva in 2014 to manage operations for Veeva OpenData, an offering providing comprehensive customer data globally, with better service, at a fixed cost. Valentine's team ensures data quality and completeness through rigorous, automated processes and steward-led validation.

"Jennifer is an excellent choice for the PDMA Alliance board, adding a deep understanding of how data can impact a business, particularly compliance," said Tim Slevin, senior vice president of Veeva OpenData. "A long-time leader in the industry, Jennifer has been force for positive change, helping life sciences companies take compliance initiatives as opportunities and demonstrating how even small changes can have a big impact."

Valentine is available as an expert resource on customer data and compliance. Contact [pr@veeva.com](mailto:pr@veeva.com) to coordinate a conversation.

### About Veeva Systems

Veeva Systems Inc. is a leader in cloud-based software for the global life sciences industry. Committed to innovation, product excellence, and customer success, Veeva has more than 300 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Veeva is headquartered in the San Francisco Bay Area, with offices in Europe, Asia, and Latin America. For more information, visit [www.veeva.com](http://www.veeva.com).

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