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Lt. Governor Kim Guadagno Concludes Tour Celebrating Success of Businesses Led by Women with Visit to PDI, Inc.

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New Jersey Based Company Is Growing Core Business And Making Inroads in Life Science CSO and Commercialization

Trenton, NJ – In celebration of Women's History Month, Lt. Governor Kim Guadagno travelled across the state throughout March to visit some of New Jersey's unique and diverse business enterprises with women in positions of leadership. The tour concluded today with a final stop at PDI, Inc. in Parsippany.

Founded in 1988, PDI was one of the first contract sales organizations (CSOs) in the United States. Today, PDI is reshaping the way pharmaceutical, biotech, medical device and diagnostics companies reach and engage customers, commercialize products and manage their portfolios.

"New Jersey has a high concentration of pharmaceutical and biotechnology companies and PDI is in the center of this tremendous growth market, providing valuable support and expert services," said Lt. Governor Guadagno. "The Christie Administration applauds the vision of PDI's leadership and diverse talented workforce as they continue to execute strategies that will promote continued success."

PDI, Inc is dedicated to enhancing engagement between its clients with health care providers and optimizing their commercial investments by providing support related to strategic flexibility, full product commercialization services, innovative multi-channel promotional solutions and sales and marketing expertise.

The company owns several subsidiaries including Group DCA, a leader in providing insight-driven, integrated multi-channel message programs for established and emerging health care companies. Its Interpace Diagnostics is leading the way in commercializing molecular-based diagnostics through partnerships with other diagnostics companies or in-licensing technology. PDI, Inc. currently has 200 employees based in New Jersey and approximately 1,000 field-based sales professionals across the U.S.

"We thank Lt. Governor Guadagno for highlighting the women-led businesses that are making important contributions in our state and beyond," said PDI, Inc. CEO Nancy Lurker. "As a company in the life sciences, we also appreciate her support for STEM education, which provides a pipeline of highly educated workers for the quality jobs that will continue to drive economic growth in areas like biopharmaceuticals and technology."

There are currently more than 8.6 million women-owned businesses in the United States. As of 2013, the New Jersey/New York metropolitan area is home to approximately 663,200 women-owned firms – the largest in the nation. There are roughly 223,400 women-owned businesses in New Jersey, an increase of nearly 44 percent since 1997. The sales revenues of these businesses exceed \$43 million annually.

Businesses considering a move or in need of assistance are encouraged to call New Jersey's Business Action Center at (866) 534-7789 or visit the State's Business Portal at www.newjerseybusiness.gov.

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