
Denise Juliano **Executive Director, Strategic Alliance Leader**

Denise Juliano graduated magna cum laude from Seton Hall University with a Bachelor of Science degree in Health Sciences and a Master of Science degree in Exercise Physiology from East Stroudsburg University.

Denise is a 30 year, award-winning Merck veteran with a wide range of experience and skills. After joining Merck in 1986 as a representative she has held a wide range of positions of increasing responsibility. Her experience includes significant accomplishments in sales support, US and Global marketing, Managed Markets and sales management. Her significant leadership roles included director positions for Merck's Geriatric Care team, and the Managed Markets Director for health plans, organized delivery systems, and Medicaid providers in the challenging Northeast geography. More recently Denise was the Director of Commercial Operations for the New York area. In this recent role, Denise had firsthand experience with the rapidly changing healthcare environment, and worked directly with the key stakeholders including health plans, medical groups and evolving hospital systems. Denise has been recognized for her deep understanding, not just of the Merck business, but more importantly her deep knowledge of the US healthcare business and her constant focus on customer and patient needs.



In 2013 Denise was selected to join the US Customer Centricity Initiative as the Executive Director Strategic Account Lead for Premier and Denise serves as the executive face of Merck to the Premier organization. In this role, Denise works within the Merck enterprise to deepen the Merck organization understanding of Premier, identifying areas of mutual interest to Premier and Merck, and coordinate as appropriate, all facets of the Merck organization interaction with the customer. Denise and the account team have enhanced our current relationship and have identified opportunities to co-develop new business solutions for today's healthcare needs. Denise was recently asked to serve on the Strategic Account Management (SAMA) Board of Directors and also received her certification from SAMA as a certified Strategic Account Manager/Leader. Her work with Merck and Premier is featured in newly released book entitled "*Beyond the Sales Process: 12 Proven Strategies for a Customer-Driven World.*"

Denise has been involved in community service for the last 20 years. She has served on the Board of Directors for the North Penn Senior Center for 5 years. Additionally, Denise has been an advisor to The Women's Place in Bucks County. Denise has had extensive experience in mentoring young women in professional development. She served as a mentor in the Women Unlimited, Inc. program for the last five years and in 2017 was selected to be a mentor for the Healthcare Businesswomen's Association (HBA). Denise was recently recognized as the first recipient of the Linda A. Rooney Award for Executive Women's Leadership.

Denise resides in Bucks County Pennsylvania with her daughter Ashley. She enjoys golfing, tennis, boating and cooking.