



OCCUPATIONAL HEALTH SALES AND MARKETING FOR A NEW ERA

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Frank H. Leone, M.B.A., M.P.H. has been President and Chief Executive Officer of RYAN Associates since 1985. During that period the company has completed more than 700 consulting engagements, conducted hundreds of educational conferences and seminars, published numerous periodicals and developed and managed the 2,000 member National Association of Occupational Health Professionals (N.A.O.H.P.).

Mr. Leone specializes in occupational health sales and marketing. He has given hundreds of lectures on the topic, conducted scores of training seminars, co-authored the text *A Comprehensive Guide to Occupational Health Sales and Marketing* and served as editor of the monthly *Occupational Health Sales and Marketing Advisor*.

Mr. Leone is a graduate of Vanderbilt University. He holds an M.B.A. in Marketing from Babson College and M.P.H. in Health Administration/Health Education from UCLA.

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