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Enliven Announces Key Moves

Nashville Capital Network Product Eyes Growth

Nashville, TN – Enliven, the nation’s leading beverage consultant to hospital systems, has promoted Tim Harms to Managing Director and hired Brian Bergeron as an Account Executive.

“Tim’s exceptional work on behalf of our clients has been a significant contributing factor to our growth,” said Tim Richardson, CEO of Enliven. “The hospital systems that we work for demand world-class service and business intelligence that they cannot find anywhere else. With Tim in charge of daily operations, we can better deliver on both fronts.



Tim Harms, Managing Director

“Most of our clients are focused on wellness and sustainability initiatives related to their food and beverage operations,” added Richardson. “Brian is passionate about wellness and fitness, and his long tenure implementing sophisticated population health management programs at Healthways makes him exceptionally qualified for the Account Executive role at Enliven.”

In 2005, Enliven was one of the first companies funded by the Nashville Capital Network. Since, Enliven has undergone steady growth that has seen it garner contracts with many of the leading companies in healthcare, including the largest operators of hospital systems in the United States.



Brian Bergeron, Account Executive

“These new steps give us the bandwidth to aggressively market to new hospital systems while ensuring that our current clients receive the high level of service to which they are accustomed,” said Richardson.

Harms, who joined Enliven in September 2013, will be responsible for the day-to-day management of the company's operations, including oversight of exclusive pouring rights agreements with 13 hospital systems. This includes tracking all beverage volumes in multiple channels for more than 332 facilities nationwide, examination and review of approximately \$24 million in beverage purchases yearly, and ensuring prompt payment of rebates and commissions due clients. In addition, Harms studies key developments in the beverage industry to identify trends that can bring value to Enliven clients.

Prior to joining Enliven, Harms was an Audit Senior with Deloitte where he performed financial statement audits and assessed the operating effectiveness of internal control environments. He did this for clients of various sizes, from large, Fortune 500 publically traded corporations to small, privately held entities. Harms also served in various roles with Mission Capital Management, Alloy Capital and UBS Financial Services.

Harms is a licensed CPA. He earned a Bachelor of Business Administration from Belmont University with a double major in Accounting and Finance.

As an Account Executive, Bergeron will assist Harms to ensure the proper execution and implementation of the beverage contracts Enliven manages. Specifically, Bergeron will be responsible for gathering, classifying, and presenting beverage sales and distribution data at hospital systems in a manner easy for clients to understand and upon which they can take action.

Prior to joining Enliven, Bergeron was a Healthcare Coordinator with Healthways where he worked to implement wellness programs for Fortune 100 companies and support client executives with performance analytics and strategic recommendations. Bergeron earned a Bachelor in Nutrition and Food Science with a concentration in Dietetics from Middle Tennessee State University.

About Enliven

Enliven annually generates millions in savings for large hospital systems by negotiating and implementing exclusive or near-exclusive pouring rights agreements with Coca-Cola or Pepsi. Since its founding in 2005, Enliven has delivered more than \$26 million in rebate checks and/or audited savings to its clients. Headquartered in Nashville, TN, Enliven manages beverage contracts for 13 hospital systems representing more than 332 facilities, 45,634 beds and 179,000 employees in 38 states. More at www.EnlivenPartnership.com or (615) 777-8565.