

Biography



R. Blane Walter

Chairman and Chief Executive Officer inChord Communications Inc.

As chairman and chief executive officer of inChord Communications Inc. (formerly the GSW family of companies), R. Blane Walter has led the company to become one of the largest independent marketing companies in the world, with more than 525 associates and gross income of \$83 million in 2002.

Walter is responsible for the company's strategic direction and business development efforts for inChord's seven fully-integrated companies:

- ? Gerbig, Snell/Weisheimer (GSW), a full-service advertising and public relations agency based in Columbus, Ohio;
- ? Blue Diesel, an interactive and Web development agency based in Columbus, Ohio;
- ? CHS, a product management outsourcing firm based in Scottsdale, Ariz.;
- ? Palio Communications, a full-service advertising agency based in Saratoga Springs, NY;
- ? S.G. Madison, a medical education and communication firm based in Irving, Texas;
- ? Health Process Management (HPM), a data analytics and management firm based in Doylestown, Pa.; and
- ? Y, a strategic branding company, based in New York City.

Walter joined GSW in 1994 as account manager where he managed account teams for a broad array of brands including Ecotrin®, Eukanuba Veterinary Diets® and Genotropin™. As senior vice president in charge of business development, Walter presided over GSW's acquisition of many high profile accounts including Eli Lilly and Company's Prozac®, Evista®, Zyprexa®, Reopro®, Humalog® and Humulin®. He went on to serve as president and COO, where he spearheaded much of the company's growth and oversaw the acquisitions of all of the companies that are part of inChord today, as well as the organization's expansion into Europe.

Prior to joining the company, Walter worked at Smith Barney in New York City as financial analyst in mergers and acquisitions with specific focus on the healthcare, entertainment and energy industries.

He serves on the board of directors for The Arthur G. James Cancer Hospital Foundation and Franklin University and is a member of the Young Presidents' Organization.

Walter has a Bachelor of Science degree in marketing and finance from Boston College where he graduated summa cum laude.