

The Gazette of Politics & Business Presents...

MARYLAND'S 25 CEO'S You Need To Know



AN ADVERTISING SUPPLEMENT TO
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LiveHealthier is a health and wellness company that engages individuals in actively managing their health by providing access to comprehensive health management tools, personal health records, trusted health information and private consultations with health professionals. With an emphasis on prevention, risk reduction, early detection and quality care, LiveHealthier leverages its proprietary platform to deliver highly-customized private health portals to employers seeking to improve employee health and well-being while decreasing healthcare costs, reducing absenteeism and improving productivity.

As an online health and wellness provider the Company conducts business locally, nationally and internationally.

Hometown?

Pacific Grove, California. I was born in Fort Benning, Georgia and moved around the country extensively while my father was an Army officer. We eventually landed on the Monterey Peninsula, which I consider to be my "hometown."

Favorite memory of childhood?

In July 1976, our family (with five children between the ages of one and 13) traveled by train from California to New York to participate in the bicentennial celebrations. The highlight of the trip was sitting on top of my Uncle's roof in Hoboken watching Operation Sail on the Hudson River.

Education?

I graduated from an all-girls Catholic preparatory school, received my Bachelor of Arts in Sociology from the University of California at Santa Barbara and my Master of Science in Organizational Development from Chapman University.

Career path?

My first job out of undergraduate school was as a "Kelly Girl," which is a temp agency that placed me as a secretary in the corporate marketing department of Digital Research, Inc., the software company that created CPM, which is the predecessor to MS-DOS. After a few months I took a full time position with the company as a Public Relations Coordinator while I completed my graduate degree.

In 1990, I accepted the role as director of client services for Cunningham Communication, Inc., a leading marketing communication consultancy based in Silicon Valley where I built a million dollar consultancy business in the new media category and provided marketing and communication services to companies including AutoDesk, Inc., RasterOps Inc., Creative Labs, Inc. and Newsweek, Inc.

In 1994 I began my 10-year career with The Washington Post Company helping them to create, build and manage powerful online and e-commerce products and services. I began as director of marketing/electronic media with the corporate offices of The Washington Post Company and director of marketing for Newsweek InterActive, helping to lead new media efforts on behalf of the company. In that position, I established a West Coast new media office, launched the Newsweek InterActive CD-ROM series and unveiled the Newsweek InterActive service on Prodigy.

In 1996, I transferred to Washington D.C. where I became vice president of marketing for Washingtonpost.Newsweek Interactive and a member of the executive team that developed and launched washingtonpost.com.

In late 1997, I became vice president of marketing and business development for LEGI-SLATE, an online legislative and regulatory information service and subsidiary of The Washington Post Company, with responsibility for all revenue and business development operations, third party content licensing agreements, content distribution agreements and joint marketing agreements.

In 2000, I returned to Washingtonpost.Newsweek Interactive as vice president and general manager of Jobs, Cars and Real Estate. In this role I was responsible for strategic planning and management of the day-to-day operations of the recruitment, automotive and real estate products and services on washingtonpost.com.

In 2003, I became vice president of strategy and product development for Washingtonpost.Newsweek Interactive with responsibility for leading all washingtonpost.com product development initiatives and guiding company-wide business projects including overseeing the overall strategic planning efforts.

How do you plan on growing your business?

By maintaining a steely focus on our mission to help companies improve employee health and well-being while decreasing healthcare costs by focusing on risk reduction and prevention of chronic diseases through lifestyle modification including tobacco cessation, diet & nutrition, physical activity, stress management and early detection of cancer and chronic diseases.

To date, we have grown 200 percent over our 2006 revenues and our growth will continue to come from jumbo employers who recognize that their employees are their most important assets and that they can play an active role in engaging their employees to become healthier which will increase productivity, reduce absenteeism, improve employee retention all while decreasing healthcare costs. With the alarming rise in health care costs and a realization that 75 percent of all health care spending is for the treatment of preventable chronic diseases, organizations, institutions, associations and corporations have begun to embrace the power of prevention. For companies with workplace wellness programs, data shows that for every \$1 invested the companies can expect a return of \$3-6 within a few years time.

Most challenging business issue?

The largest challenge is making sure that you are very efficient and disciplined with your time and energy. As an entrepreneur there is so much to do and so few resources and hours to get it all done. You have to identify the three most important initiatives that need to be accomplished to move the business forward and focus exclusively on getting them done. Bottom line, nothing else will matter unless the top three initiatives are successful so remember that everything else can wait.

Toughest business decision?

The decision to self-fund and bootstrap the company rather than seek outside investments. We just celebrated our second anniversary and are now cash flow positive.

Biggest "Win/Loss?" Source of pride?

The most gratifying part of our business is that fact that we are helping individuals to find ways to live healthier lifestyles. Our biggest wins come when users write to thank us for helping them quit a smoking habit or assisting them in gaining flexibility and eliminating injury through a custom designed physical activity routine or encouraging them to follow through on their cancer screening appointments. It becomes very clear that it really isn't about a pant size or number of the scale, but rather about real people finding ways to have the energy they desire to

lead their lives.

We are very proud that the customized health portal that we produce and manage for Quintiles Transnational Corp, a Fortune 700 clinic trials company, was awarded the 2007 Workplace Innovation Award by the American Heart Association (Quintiles was one of six companies to receive this national award).

Biggest issue facing our economy?

Access to and cost of health care.

Vacations?

Absolutely! Vacations are an essential part of the culture of our company. We value the dedication of our employees in delivering high quality work that exceeds our customers expectations under tight deadlines throughout the year and recognizes the importance of personal leave time. We very much encourage employees to take leave and have provided a flexibly leave policy where employees have access to their entire leave balance on the first day of the calendar year.

Leadership is about modeling behavior and as such I regularly take vacations including at least one trip each year to be near the ocean and one international trip each year to visit with my siblings who live abroad (in France, Vietnam and Hong Kong).

Favorite pastimes?

Spending time with my three daughters, enjoying great food and wine with my friends, and traveling around the world.

If you could have dinner with one person living or deceased, who would it be?

I would love to have dinner with Bill Gates to talk about his philanthropy and specifically his the long-reaching vision that he has put into action through the Bill and Melinda Gates Foundation.

Your mentor?

I am tremendously fortunate to come from a family of entrepreneurs: My father started his own firm after a 20-year career as an Army officer. My mother began a modeling career when she turned 60. My three brothers have been starting, operating and selling companies in Asia for more than 20 years (I also have a sister who is a Photo Editor for The New York Times). Each and every one of them has been tirelessly generous with their guidance, mentorship, energy and enthusiasm.

Favorite quote?

"Never, never, never give up." ~ Winston Churchill