

Dana Cooney joined Digital Diagnostics as the VP of International Sales where she is responsible for developing and executing global commercialization plans for both on market and pipeline products, including partner relationships, licensee contracts, regulatory guidelines, adherence to country specific data management laws and regulations, KOL relationships, operations management, and reimbursement activities.

Dana brings an extensive sales background to her position at Digital Diagnostics, most recently as Sales Director for CIVCO Medical Solutions, where she developed and executed sales and marketing strategies to consistently deliver profitable sales growth, market share gains, and the attainment of all financial objectives in Asia-Pacific and Canada.

Dana received her Master's in Business Administration from the University of Iowa. A native Iowan, Dana still lives in the Iowa City area.