



Executive Management Imorgon

Lloyd Kreuzer, Ph.D. Founder and Chief Executive Officer

Lloyd Kreuzer co-founded Imorgon in 2006, bringing with him more than 20 years of experience leading the development of ultrasound PACS products. Prior to founding Imorgon, Lloyd served as director of business development for Acuson Corporation (acquired by Siemens Medical in 2000), a leading ultrasound developer and manufacturer, where he initiated the company's entry into the ultrasound PACS market. He played a key role in the creation and development of Aegis, Acuson's first-generation ultrasound PACS, and in the development of KinetDX, the company's second-generation ultrasound PACS. Lloyd was an active member of the DICOM standards committee for many years, where he made significant contributions to extend DICOM to support ultrasound imaging. Prior to working in the medical software development market, he was member of technical staff at Bell Labs and at HP Labs.

Lloyd received a Bachelor of Arts in Physics and Mathematics from Swarthmore College and a Ph.D. in Physics from Princeton University.

Tawnya Pell Director of National Sales

Tawnya brings more than 20 years of experience in diagnostic ultrasound and healthcare information technology to Imorgon, having worked with companies such as Acuson Corporation and Siemens Medical Solutions in their Ultrasound, Healthcare IT, and Surgery divisions. Tawnya joined Imorgon in 2007 and made it her personal mission to seek out the company's earliest adopters. She developed the implementation strategy for those first, visionary customers and proudly calls every one of them a partner in ultrasound excellence today.

Tawnya brings her 21 years of experience working with world-class sonologists and radiologists specializing in ultrasound's unique workflow to her role leading the Sales and Field Support Organization. When she isn't traveling the country observing the ultrasound workflows of medical centers and imaging practices, she is usually found on the sidelines of a soccer pitch, lacrosse field or track watching her three daughters compete, or chasing after a busy toddler with her husband in Northern California's beautiful Sonoma County. Tawnya has a BS in Business Administration and Human Resources from California Polytechnic State University in San Luis Obispo, California.

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**Prachi Kothavade, MS Computer Science
Director of Engineering**

Prachi Kothavade joined Imorgon in 2014 with extensive experience working in the healthcare field and a passion for improving patient care. Prior to joining Imorgon, Prachi served as a Sr. Manager of Product Test and Integration teams for Philips Healthcare, a leading PACS provider. At Philips, she played a key role in improving the quality of iSite/IntelliSpace products along with focusing on software development lifecycle process optimization.

As a member of the core leadership team, she has made significant contributions toward improving efficiencies in software lifecycle, accelerating release to the field. Prachi plays a significant role in enhancing quality of Imorgon software and customer satisfaction keeping close eye on Regulatory compliance. Prachi received a Master of Computer Science from Lamar University.

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