
HHaEXchange Expands Leadership Team to Further Support Company Growth and Momentum



Executive hires underscore the company's commitment to meeting the needs and demands of homecare providers and payers as the industry evolves

[HHaEXchange](#), the leading provider of homecare management solutions for payers, providers, and state Medicaid agencies announced it has appointed three seasoned industry experts to its leadership team. The executives are James (JC) Stanton, Chief Financial Officer; Todd Bransford, Chief Product Officer; and Nicholas Fahrney, Chief Security and Compliance Officer.

As HHaEXchange advances its ongoing commitment to building the most effective homecare ecosystem, the strategic new hires will play an instrumental role in ensuring homecare providers and payers have the tools, technologies, and resources necessary to deliver the best care. Specifically, these executives will focus on areas and operations including advancing HHaEXchange's product innovation, data analytics capabilities, security and compliance, as well as financial reporting and processes.

The recently appointed executive team members include:

- [James \(JC\) Stanton](#) – Chief Financial Officer. Stanton joins HHaEXchange with over 12 years of experience working in private equity-owned SaaS businesses. In his role at HHaEXchange, Stanton is responsible for partnering with the company on all financial reporting, budgeting and other supporting processes and controls. Stanton comes to HHaEXchange from Diligent Corporation, the global leader in modern governance providing SaaS solutions across governance, risk, compliance and ESG, where he served as VP of Finance and Operations.
- [Todd Bransford](#) – Chief Product Officer (CPO). Bransford brings over 30 years of experience in software and SaaS-based businesses, as well as knowledge of the post-acute healthcare space. As HHaEXchange's first CPO, Bransford is responsible for defining overall product strategy and delivery across the product portfolio. Prior to joining HHaEXchange, Bransford served as Vice President of Product Management for Fleet Solutions at Solera, delivering transportation solutions to drive compliance, safety, and productivity. He also held various leadership positions with WellSky, a health and community care technology company.
- [Nicholas Fahrney](#) – Chief Security and Compliance Officer. Fahrney has more than 18 years of experience working in cybersecurity for multinational companies, building effective and robust information security programs. In his new role, Fahrney leads HHaEXchange's global strategy for cybersecurity, and is responsible for the development, maintenance, and oversight of HHaEXchange's cybersecurity and privacy programs.

"The combined leadership and expertise of Bransford, Stanton, and Fahrney reaffirm HHaEXchange's dedication to revolutionizing homecare technology and ensuring patient safety and operational compliance," said Greg Strobel, CEO of HHaEXchange. "We are thrilled to welcome these executives to the team as we continue to build the most comprehensive and connected homecare platform in the market."

Source: [HHaEXchange](#)

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