

Patrick Gundersen Joins Prolucent As Chief Revenue Officer



Prolucent®, a leading provider of enterprise-wide healthcare workforce optimization software and services announced the appointment of Patrick Gundersen as Chief Revenue Officer to oversee all aspects of sales and customer success, maximize revenue growth, and accelerate Prolucent's market position in workforce optimization solutions.

Gundersen is a well-respected, results-driven executive bringing 20+ years of progressive experience in a variety of sales, sales leadership, and commercial roles across multiple healthcare verticals. He has a passion for championing software and services that help solve healthcare's most significant challenges, and has successfully led sales teams in achieving double-digit, year-over-year growth.

"Pat's experience in building sales organizations, developing customer partnerships, and driving revenue growth will be invaluable as we continue to gain market momentum to meet the rising demand for flexible and cost-effective workforce solutions," said Bruce Springer, co-founder and CEO of Prolucent. *"We are excited to have Pat join our team and are confident his leadership will take us to the next phase of growth."*

Prior to joining Prolucent, Gundersen pursued an impressive twelve-year career with Press Ganey, the industry's leading human experience improvement platform, most recently serving as the President of Sales & Client Management where he developed a sales commercial enablement strategy across the U.S. for the company's healthcare provider business. Gundersen has also held key sales leadership positions with TruVeris, DaVita, and Pfizer, where he developed experience leading highly complex sales transactions while consistently achieving top line results.

Prolucent is committed to expanding its Liquid Compass platform and services to help healthcare providers integrate the management of all labor types to optimize staffing effectiveness and reduce labor costs. The company's innovative technology and service offerings — including its talent marketplace, advanced analytics, next generation VMS+, concierge MSP services, and expert consulting — are redefining workforce management in healthcare. The appointment of Gundersen to the executive leadership team is a significant step in positioning the company for strategic growth and continued innovation.

"Prolucent's integrated and flexible approach to workforce management aligns perfectly with my interest in delivering the most impactful technology solutions available to help healthcare providers facing unprecedented challenges," stated Gundersen. *"I am excited to join their team, and am looking forward to advancing their value to healthcare stakeholders."*

Source: [Prolucent](#)

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