



TANYA K. TOLPEGIN

SCCT Chief Executive Officer

Give Tanya Tolpegin an inch and she'll grow your company by a mile. The ultimate go-getter in whatever position she holds, Tanya has the ability to take an organization or corporation to the next level through visionary strategizing, proactive planning and effective management. As the C.E.O. of the Society of Cardiovascular Computed Tomography, she leverages the society's role in cardiac CT leadership by increasing SCCT awareness and growing its membership, developing program initiatives and seeking opportunities for advantageous partnering with other societies and associations.

A consultant, leader and executive for more than 18 years, Tanya joined SCCT in August of 2008. Most recently, Tanya served as C.E.O. of Professional Landcare Network (PLANET), a \$6 million national trade association of lawn care and landscape companies. As C.E.O., she delivered positive net income every year while increasing total revenue by 53 percent, grew sponsorship more than 160 percent over four years and created an industry-wide career website project, among several other accomplishments.

Also a savvy marketer, Tanya worked as the vice president and chief marketing officer for U.S.A. Floral Products, a \$1 billion provider of fresh cut flowers and floral products. In this capacity, she managed corporate marketing strategy and initiatives including corporate advertising, product positioning, trade shows and strategic alliances. Prior to that, Tanya was the director of marketing and business development for Hillenbrand Industries before she was quickly promoted to the vice president of strategic planning for their Medeco Security Lock division. In less than a year, she built the company's first telemarketing and database marketing program and led a regional consumer awareness campaign to grow sales of historically declining target regions by nearly 80 percent.

A meticulous strategist from early on in her career, Tanya was a senior consultant for Gemini Consulting, a leading international management consulting firm, where she managed accounts for clients including a consumer products food conglomerate, a health maintenance organization and a medical device/OTC drug conglomerate.

Tanya received her M.B.A. from the University of Virginia, Darden Graduate School of Business Administration in 1994 and her B.S. in Systems Engineering from the University of Virginia in 1990. She is a member of the American Association of Medical Society Executives (AAMSE) and the American Society of Association Executives (ASAE). She resides in Virginia.