



Entrepreneurial Education Symposium



Donna Myers

Chief Executive Officer - Salsa Labs

Donna is an experienced SaaS executive. She has worked with clients in a number of industries to optimize technology, increase revenue, improve operational efficiencies and enhance the quality of customer care. She oversaw rapid growth as President of DonorPro (TowerCare Technologies), expanding their suite of

nonprofit fundraising solutions, bolstering their customer acquisition, achieving 105% recurring revenue retention and successfully guiding the 2015 merger with Salsa Labs.

For three years, as COO, Donna ran operations for Salsa Labs. In April 2018, Donna orchestrated the sales of Salsa Labs to Accel-KKR, a technology-focused investment firm with \$4.3B in capital commitments. Donna is now CEO of Salsa Labs and is working closely with Accel-KKR to grow the company both organically and through acquisitions.

Earlier in her career, Donna served as Chief Operating Officer for Apache Medical Systems, providing decision support software to hospitals and health systems. Hired to develop data analytics services for pharmaceutical and medical device markets, she quickly became part of senior management team with direct responsibilities for product management, software development, systems, implementation, customer and technical support, and consulting and professional services.

Donna served as Vice President of Operations, then Vice President of Business Development and finally as Executive Vice President for Pittsburgh, PA based TechRX, providing pharmacy systems and software for mail order and retail pharmacies. TechRx was acquired by National Data Corporation (NDC Health) in 2003. At NDC Health, Donna held positions as General Manager of their Pharmacy Systems Division and Senior Vice President of Business Development.

Donna holds a B.S Degree in Chemistry from Allegheny College in Meadville, PA.