



# ZS Teams Up with Valkre Solutions to Enhance Its Key Account Management Offering

## ZS at a Glance

- + Professional services firm that works side by side with companies to help develop and deliver products that drive customer value and company results
- + Leverages deep industry expertise, leading-edge analytics, technology and strategy to create solutions that work in the real world
- + 6,000+ professionals in more than 20 offices worldwide
- + Has partnered with more than 1,200 clients in over 70 countries
- + Over 35 years of experience
- + Passionately committed to helping companies and their customers thrive

**Evanston, Ill. – April 19, 2018** – Global sales and marketing firm ZS is excited to announce a new partnership with Valkre Solutions, an account-based sales and marketing cloud software provider. ZS will leverage Valkre’s software to transform the effectiveness of the key account management business model within the life sciences industry.

As the life sciences industry rapidly evolves due to payer and provider consolidation and a transition to value-based healthcare, key account management models are now more important than ever. Most pharmaceutical, biotechnology and medical technology companies now have a strategy for key account management, but they struggle with truly enabling it as a business model. The new partnership will help life sciences companies address this issue by blending ZS’s decades of expertise in life sciences sales and marketing with Valkre’s expertise in business-to-business key account management technology.

The partnership will be valuable as pharmaceutical, biotechnology and medical technology companies continue to operationalize their key account management business models. “Valkre has been highly successful and proven in many industries as a leading provider of technology for account focused value creation and key account management, so this partnership makes sense for us,” said Mike Powers, principal at ZS. “Through this partnership, ZS will strengthen its key account management offerings and create structure around how value stories should be tailored and pulled through to customers to deliver powerful results for our clients.”

“Consolidation and the shift from ‘volume’ to ‘value’ are tailor-made for key account management,” said Jerry Alderman, CEO of Valkre. “From our perspective, ZS is best positioned to help the entire healthcare ecosystem realize the tremendous opportunity from successfully operationalizing key account management business models. We look forward to working with ZS to leverage Valkre’s cutting-edge software to supercharge their key account management offerings.”

## About Valkre

Valkre is a Chicago-based company that has developed cloud-based SaaS solutions to help B-to-B companies enable key account management. Valkre has enabled companies with technology that improves how they articulate value propositions, understand customer needs, and develop strategic customer relationships focused on value creation. For more information, please visit [www.valkre.com](http://www.valkre.com).

For more information,  
please contact:

ZS  
+1 855.972.4769  
[inquiry@zs.com](mailto:inquiry@zs.com)

[www.zs.com](http://www.zs.com)