

Angela TENUTA

A Woman on a Mission

A ballerina since the age of 6, Angela Tenuta still executes a mean grand jete down the hallway when there is something to celebrate at Intouch Solutions. Pairing more than 15 years of pharma digital marketing experience with 20 years of classical dance training, Ms. Tenuta is not the typical boardroom executive. She is a woman on a mission to inspire, lead, and positively impact the lives of her clients and all those around her. As executive VP and lead for the company's Chicago office, she has been a driving force in the sizable and continuous growth of Intouch Solutions.

In 2006, Intouch Solutions was looking for someone who could play multiple parts, which is something Ms. Tenuta had trained for most of her life, dancing nearly every part in *The Nutcracker* at Chicago's Arie Crown Theater. She happily accepted the challenge of building the Intouch office in Chicago from the ground up.

"I started at Intouch in 2006 as the first

INVENTIVE. GENUINE.



Angela Tenuta strives daily for innovation at Intouch Solutions.

DRIVEN TO INNOVATE BY DNA

Chicago employee, working from home on one signed \$250,000 project," she says. "Eight years later, the branch has more than 130 employees, contributes more than \$40 million of revenue, and delivers approximately 1,500 projects annually across more than 20 brands."

From inception to execution, Ms. Tenuta has proven she knows how to grow a business. She recognizes that long-term goals don't often change, but that the journey to get there is ever changing.

She believes laser-sharp focus and flexible adaptability are the means by which to achieve success. Invention is something she strives for daily at Intouch.

"The proudest day of my life was Nov. 26, 2012, when we opened the doors to our new space at 205 N. Michigan Ave.," she says of her career highlight. "Overnight, we were an agency, and everyone was giddy."

Since 2006, the teams led by Ms. Tenuta in the Chicago office have won more than 25 industry awards, including awards from the W3, the IAC, and PM360. She was recently featured on Today's Chicago Woman website sharing her thoughts on the keys to leading quick company growth.

Colleagues credit Ms. Tenuta with always bringing new ideas to the table and sharing her passion to encourage her colleagues to do the same. A hands-on leader, she truly cares about the success and growth of everyone around her, and it shows. An inspiration to all of her colleagues, she will go the extra mile to ensure cutting-edge solutions are being delivered to clients.

Her biggest challenge to date was preparing the company to be ahead of the then emerging trend regarding the opportunity inherent in the launch of the iPad.

"We knew that this technology would revolutionize HCP sales, which was an emerging capability for us," she says. "We also knew speed was critical; brands first to market would benefit from a lift."

Within two weeks of the iPad hitting stores, Ms. Tenuta presented a custom sales app to one of the company's largest clients, who walked the proposal to his C-suite and approved a hardware purchase for his entire sales-force that same week. Within six months, Intouch Solutions had created and released more

Getting to Know...

Angela Tenuta

TITLE: Executive VP

COMPANY: Intouch Solutions

EDUCATION: B.A., University of Illinois

FAMILY: Husband; two children, 5 and 6

BUCKET LIST: Sleep, work through a few novels about her family history, great stories abound, just waiting to be written

AWARDS/HONORS: Agency of the Year in 2014, 2012, and 2010 by MM&M or Med Ad News

ASSOCIATIONS: Cambridge Who's Who

SOCIAL MEDIA: [in](#) [f](#) [g+](#) [YouTube](#) [P](#)

than 50 custom sales aids on iPad. Today, 5,000 industry sales representatives carry an Intouch-built sales application.

"The things Intouchers endured to get that done still haunt our dreams," Ms. Tenuta says. "But four years later, we count HCP marketing among one of our strongest core capabilities."

Ms. Tenuta says she has always prided herself on being able to motivate a roomful of people, but now she has shifted her management strategy a bit to more of a listening role.

"I find more success lately in spending the time to really pay attention," she says. "I try to show our teams that I notice accomplishments, large and small, and I try to amplify their success. Inspiration is organic. It needs water, air, and sun."

In the same way, Ms. Tenuta tries to learn something and gain inspiration from everyone she meets: from clients who say they don't believe in a capability to those who can't say enough good about the team; from the account person who sells a three-year multi-channel strategy when everyone said she couldn't; from the planner who presents a new brainstorm strategy utilizing tape and yarn; to the 25-year-old who encourages her to join Pinterest.

"I leave work every day smarter than when I started it," she says. "My colleagues and clients are my fuel."

Next to invention, Ms. Tenuta also inspires her colleagues through her high level of enthusiasm for philanthropy.

In 2012, more than 30 charities received support from the team at Intouch, some by financial means and others by more than 2,000 hours of pro bono work.

On a personal level, Ms. Tenuta is committed to sponsoring and volunteering for cancer charities, since her mom recently passed away from Stage 4 breast cancer after a two-year battle.

"For her, I will always donate my time and my money to cancer research and awareness," she says. **PV**