

**FOR IMMEDIATE RELEASE**

## **Cognition Corporation Welcomes Medical Device Sales Executive to Lead Rapid SaaS Customer Expansion**

Lexington, Massachusetts – *August, 15, 2023* – Cognition Corporation, the leader in product development and compliance solutions for the life science industry, has named David Whitney as its new Vice President Sales, Medical Device. David will lead Cognition's expansion into new medical device customers, develop deeper relationships with current customers, and contribute to the company's overall business growth strategies.



David brings over 20 years of sales and leadership experience within the software industry to Cognition, having worked most recently at PTC and earlier at Omnify Software. While working at PTC, David sold PTC's SaaS solutions to life sciences, high tech, and industrial companies and consistently delivered above quota year-over-year growth. Prior to PTC, David spent 17 years working for Omnify Software as the Vice President of Sales - selling to both Fortune 500 companies and the SMB market until their successful exit.

David brings a proven track record of being a dynamic, results-driven sales executive who can drive revenue growth while providing top-notch leadership and development for his team.

"David is an excellent addition to our Cognition team and we are thrilled to have him lead our medical device division. David's experience and leadership will enable Cognition to continue to grow and expand our medical device customer base while still delivering the best-in-class support our customers rely on," stated Gerald Wesel, Chairman and CEO, Cognition Corporation.

"I am thrilled to join the team and build on the solid foundation Cognition has developed over the past two decades. It is an exciting time to join and I look forward to expanding the customer base that relies on the company's industry leading risk management software for medical device product development," said David Whitney, VP Sales, Medical Device, Cognition Corporation.

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### **About Cognition**

Cognition Corporation specializes in product development and compliance solutions for the life sciences industries. For medical device professionals, Cognition offers a design controls



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software platform that helps meet regulations faster with real-time traceability, guided design controls, and change once, update everywhere functionality – turning manual and disconnected data into structured submissions that enable them to get to market faster.

Unlike other design controls solutions that simply replicate traditional documents and spreadsheets, Cognition takes a structured data approach combining risk with test and requirements data so you can easily build relevant connections between data items, automatically create complex trace matrices, and export formatted documents instantly – offering a more efficient and integrated solution.

We are shifting the data management landscape for medical device and pharmaceutical product development from a static, document-based approach to a dynamic, information-driven approach helping to streamline and alleviate the administrative burden of product development documentation. Further information about Cognition Corporation can be found at [www.cognition.us](http://www.cognition.us).

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