



The CBORD Group, Inc.
61 Brown Road
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CBORD Restructures for Improved Service to Healthcare

Ithaca, New York—The CBORD Group, Inc., announced today that it has restructured its sales and marketing team to better serve the healthcare market. Leading this effort is Richard D. Higgins, who has been appointed National Market Manager, Healthcare. Rich brings a wide range of healthcare and technology expertise to this position including more than ten years experience with foodservice operations of acute- and long-term care facilities.

“We’re committed to meeting the changing needs of our clients in healthcare,” said CBORD vice president, Tim Tighe. “This called for a focused approach and required practical expertise in this market. Rich is the right person to lead our efforts.”

Rich joined CBORD in 1990 as an Account Representative. He is a member of Healthcare Foodservice Management and is an Industry Advisory Board member for the American Society for Hospital Food Service Administrators. Rich, who holds an MBA from the State University of New York at Buffalo, will be leading a team of six account representatives and will manage CBORD’s industry partnerships with Siemens, Consorta, and Dinex.

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