

Robert “Bob” McClure Market President

Overview and Strengths

Robert McClure, Market President with Promark, brings over 40 years of corporate and private business experience as a recognized C-Suite leader, sales & marketing executive, new business start-up and go to market specialist and a dedicated non-profit supporter and community leader.

Prior to joining Promark, Bob concentrated his efforts in the healthcare high technology diagnostic imaging and informatics markets where he specialized in putting early-stage companies and emerging new company initiatives with disruptive technologies and strategies on the map.

As market president, Bob is committed to helping large and small companies alike value and support their employees through the personalized services of Promark.

He is committed to facilitating the change management process and helping others to develop workplace and cultural competencies to drive results. His years of experience selecting, developing and leading senior leaders, allows him to focus his efforts to work with new and existing clients to assure their success.



Professional History

Over 40 years of corporate experience in:

- Global Senior Leadership in public and private organizations.
- Sales & Marketing, P&L, Operations, Product Management
- Market Development
- High Technology Start-ups
- Team Performance & Sales Leadership
- Go to Market Strategy and implementation
- Strategic Partnerships
- Contract development and negotiations
- Non-Profit board member

Educational Background

University of Pittsburgh

- Bachelor of Science in Political Science and Psychology
- University of California Graduate School of Management, Business/Marketing for the medical market

Industries Served

- High Technology Capital Equipment and Enterprise Software Solutions
- Healthcare Imaging and Informatics
- Emergency Services
- Non-Profit; Community; Religious