

## Vital Wave Welcomes David Sessions and Ricarda McFalls

FOR IMMEDIATE RELEASE

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PALO ALTO, January 28, 2014 – Vital Wave Consulting, specialists in emerging-market business growth, announced today that David Sessions and Ricarda McFalls have taken on key leadership roles within the company. McFalls and Sessions each bring more than 20 years of international business and program management experience to their new roles.

As Vice President of Vital Wave's Technology Practice, Sessions will lead the company's work with technology firms to integrate digital and mobile technologies in industries such as health, education, and financial services. Mr. Sessions brings a strong blend of operational and strategic skills in various industries, including banking, technology, and consumer goods. As a senior executive at Microsoft, Walmart, and Nextag, he led the expansion of various businesses in diverse markets within the Asia-Pacific, Latin America, and Europe/Middle East regions.

In her capacity as Senior Advisor, Ms. McFalls will work directly with foundation and pharmaceutical clients on sustainably scaling their global initiatives and business. Prior to Vital Wave, McFalls spent much of her career in Kenya, Nigeria, South Africa, and Eastern Europe, leading the market entry and expansion of technology giants like Compaq, and Hewlett-Packard. Ms. McFalls blends decades of entrepreneurial business leadership in ICT with five years of public policy experience at the International Labour Organization (ILO) and the World Business Council for Sustainable Development (WBCSD). At both organizations, Ms. McFalls successfully established multi-stakeholder partnerships, facilitated policy dialogues among diverse stakeholders, and managed field research on employment and working conditions in Africa.

"We're excited by the depth and breadth of experience Dave and Ricarda bring to Vital Wave," says Brooke Partridge, the company's founder and CEO. "Individually, they each lend a range of skill and geographic expertise that fits perfectly with the needs of our clients. Together, they support the company's full range of offerings while maintaining the high level of service our clients expect."

## About Vital Wave

Vital Wave engages multinational corporations and development organizations to scale business and programs in diverse global markets. The firm is a leading provider of professional services at the intersection of business, development, and technology. Vital

Wave draws on proven analytical methods and decades of field experience in low- and middle-income countries to achieve sustained impact and growth for its clients at the global, regional, and local levels.

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