



## **AMOENA MANAGEMENT BIOS Spring 2009**

### **Phillip Sporidis General Manager**

Sporidis is charged with managing company resources, as well as developing programs and services that add value and benefits to end users.

Sporidis has a strong history of management positions in premium product markets with specialty distributions. Prior to joining Amoena in 2007, Sporidis held management positions with leading companies within the apparel and consumer products industry, including Cannondale Bicycle Corp. where he served as global general manager for apparel, footwear and accessories and at Giano Petri International, where he served as director, global sourcing and supply chain management.

Sporidis has a B.S. in textile engineering from Philadelphia College of Textiles & Science and an MBA from Philadelphia University. His background in specialty distribution of branded consumer products, combined with his industry specific experience, make Sporidis uniquely qualified to lead Amoena as it continues to build a leadership position within the marketplace.

### **Lesley Pfitzenmayer Development Manager**

Lesley Pfitzenmayer is the development manager of Amoena's textiles design team. Her responsibilities include developing supportive, comfortable bras, swimwear and other products. The design team uses specific construction methods, fabrics and fiber technologies that support the unique benefits required for mastectomy products.

Pfitzenmayer's experience includes 22 years of design and portfolio management, trend research, manufacturer sourcing, fabric development, private label, focus group analysis and concept development for all markets and retail channels. She has held a range of positions with leading intimate apparel companies including Vanity Fair, Val Mode and Lady Ester.

She majored in Fine Art and Fashion Illustration at Syracuse University in Syracuse, NY.

**Tom Austin, MPA**  
**Manager of Finance & Administration**

Austin is responsible for the management and oversight of all Finance, IT, Logistics and Corporate Administrative functions for Amoena USA. His primary role is to support the General Manager with financial/fiscal decisions.

Prior to joining Amoena in 2005, he was with the Georgia Dept. of Audits and Cantrell & Associates, a leading Atlanta-based CPA firm.

Austin received a Master's Degree in Public Administration (MPA) from Valdosta State University in 1996 as well as a Bachelor of Arts degree in English in 1993. Austin graduated Magna Cum Laude and was a member of the Phi Kappa Phi National Honor society as well as a four-year golf scholarship recipient.

**Malissa Magyar**  
**Marketing Manager**

Magyar is responsible for all Amoena marketing activities, including advertising, public relations and promotions. In her position, Magyar develops outreach programs to all key external audiences, including hospitals, retailers and consumers.

Joining the company in 2006 as a territory manager, her initial responsibilities included working with hospitals and specialty boutiques that offered Amoena products to their post-breast cancer surgery patients.

Before joining Amoena, Magyar held positions at Laird Plastics as the regional graphics specialist and at Fitigues as the southeast regional manager.

**Chris Webb-Lacey**  
**Government Affairs and Compliance Manager**

Webb-Lacey is responsible for negotiating contracts with managed health care providers. Amoena currently has contracts with several leading managed care organizations including Aetna, Cigna and Great West Health Plans.

She also manages a network of approximately 400 specialty retailers nationwide. Prior to joining Amoena, she was an XM Radio project administrator with XM Radio and administrative specialist with McCormick & Company.

Webb-Lacey attended Chattahoochee Tech and has a Business Associates and Computer Science degree.

**Valerie Esquilla**  
**Product Manager of Breast Forms and Textiles**

Valerie, a native of Chattanooga, TN came to Atlanta in 2003 from Prime Outlets at Warehouse where she was Promotions Coordinator in charge of Marketing for a retail outlet mall. During her five year tenure with Prime Outlets, she attended the ICSC and received several performance awards.

Valerie became part of the Amoena family in February of 2004 as Education Coordinator in the Marketing department. She then transitioned to the Customer Care department as manager in October of 2006 and was voted employee of the year.

Valerie was recently promoted to Product Manger of Breast Forms and Textiles where she works with the development and marketing of breast forms, bras and swimwear with the marketing department.

**Lee Thrash**  
**E-business & PR Coordinator, Amoena USA**

Thrash manages Amoena's online community, theBreastCareSite.com, *Amoena Life* magazine, and other online and print publications which help breast cancer survivors and their families.

Prior to joining Amoena she was with Stein Communications, a leading educational marketing firm, and American Health Consultants where she worked as an assistant editor on several of the publisher's leading health newsletters such as *Hospital Case Management*, *Case Management Advisor*, and *Hospital Home Health*.

Thrash has a Bachelor of Arts from Emory University where she majored in French Cultural Studies. She is a member of the Phi Beta Kappa and Sigma Tau Delta honor societies.