

## Abacus Insights Appoints Zipari Co-Founder Peter Licursi as Chief Revenue Officer



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### *Licursi brings expertise in leading go-to-market strategies for continued growth at digital health companies*

Abacus Insights, a leading healthcare data management and interoperability solution provider enabling payers to accelerate value-based care, member engagement and digital transformation initiatives, today announced the appointment of Peter Licursi as chief revenue officer (CRO).

“Abacus Insights is continuing to drive growth and market expansion through the addition of Peter Licursi as CRO,” said Minal Patel, M.D., founder and chief executive officer. “Peter brings extensive experience at early-stage companies focused on payers, providers and members. He is a seasoned leader and will be an asset to our overall success.”

Licursi will oversee Abacus Insights’ go-to-market and growth strategies through sales and marketing initiatives. He brings 30 years of experience in sales and marketing at technology firms. Licursi spent seven years at Zipari, a customer experience platform built for the health insurance industry, where he was a co-founder and CRO. At Zipari, he led the company’s business strategies for defined sales target markets and the product’s messaging and value proposition. He also held leadership roles at Entuity, Inc. and NeXT Software, Inc. (now Apple, Inc.).

“Abacus Insights’ modular solutions help to solve one of the biggest challenges in healthcare for payers and specialty benefits companies, including PBMs — managing data and its integration in a scalable and timely manner at a low cost,” said Licursi. “Abacus Insights meets this challenge by bringing together data from various native sources and ensuring data quality quickly for its customers.”

Source: [Abacus Insights](#)

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