



Media contact: Gabriella "Gaby" Boehmer
(831) 338-8710 or gboehmer@heartmath.com

HeartMath® LLC Announces Changes in Executive Management

November 11, 2011 - Boulder Creek, CA – HeartMath LLC, a cutting-edge performance company that provides services and programs, products, and technology to improve health and well-being, announced today Bruce Cryer is stepping into a new role as Global Director, HeartMath Healthcare. Deborah Rozman, who is CEO of HeartMath's parent company Quantum Intech, will now also serve as President and CEO of HeartMath LLC.

For twenty years, Bruce has been instrumental in helping the HeartMath companies grow from start-ups to emerging organizations with a global impact. Having been CEO of HeartMath LLC since 2000, he is now passionate about his next venture as it is deeply aligned with his commitment to health care and patient care.

Bruce said, "Many friends and colleagues around the world are aware that the last two years have been extremely challenging because of various health issues I have faced. Fortunately these challenges are now behind me and I'm feeling reenergized and more passionate than ever about the impact HeartMath can make in the world. As I reflected during the various phases of the healing process, I realized which areas of my work at HeartMath were most deeply aligned with my heart, and where I also felt I could make the greatest difference in the world."

By taking on this new and vital role, Bruce will dedicate time to share HeartMath programs and their applications to communities, institutions, patients, and health care systems worldwide.

"For many years I have felt a deep connection with our work in health care," explained Bruce. "The resonance and sense of urgency have only deepened in the last two years of being a 'reluctant patient'. Similarly I have been inspired over the last twenty years to be closely involved in the expansion of HeartMath's work globally, so that people outside America could benefit from these life-changing tools and technologies. It is these twin passions of health care and our global expansion that most inspire me at this time. I am grateful for the support HeartMath is giving me to work more deeply in these areas."

Deborah added, "Everyone at HeartMath has a deep appreciation for Bruce and his dedication to HeartMath. We're grateful that his health challenges are behind him and we appreciate how he transformed those challenges into a passionate energy that will help to advance HeartMath programs and goals throughout the world. We know this is something that will be extremely rewarding for him."

The team at HeartMath congratulates Bruce and Deborah and supports them in their new roles.

###

About HeartMath®:

HeartMath LLC (www.heartmath.com) is a cutting-edge performance company providing a range of unique services and programs, products, and technology to improve health and well-being, while dramatically reducing stress and boosting performance and productivity. HeartMath clinical studies have demonstrated the critical link between emotions, heart function, and cognitive performance. HeartMath studies have been published in numerous peer-reviewed journals such as American Journal of Cardiology, Stress Medicine, Preventive Cardiology and the Journal of the American College of Cardiology. Their organizational clients include Kaiser Permanente, Stanford Business School, Stanford Hospital, Britain's National Health Service, as well as thousands of health professionals around the world.