



Nancy Hornberger

Executive Vice President of Healthcare

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Executive Profile

Nancy Hornberger has spent the last three decades at the forefront of healthcare transformation. Her strategic leadership at ElectrifiAi ensures stakeholders across the healthcare ecosystem realize the full potential of practical artificial intelligence. A seasoned technology sales executive, Nancy is a powerhouse of healthcare industry knowledge. As Executive Vice President of Healthcare, she spearheads ElectrifiAi's strategy for this complex, evolving industry. In addition to leading a client-focused sales team, she spearheads strategic partnerships and provides critical insights that shape ElectrifiAi's healthcare product development. Nancy's leadership role is as dynamic as healthcare itself, yet she leads with an unwavering focus: using advanced data science to help customers solve real business challenges and, ultimately, enhance outcomes.

Before joining ElectrifiAi, Nancy spent more than two decades leading healthcare sales and strategic partnerships at IBM. At every stage in her tenure, she was directly engaged in the transformation of healthcare through technology. As a Watson Strategic Partnership Executive, Nancy led a team of 10 specialized experts working to scale IBM Watson adoption through independent software vendors. Under her leadership, the Watson team attained \$50 million in annual revenue—partnerships that delivered market value growth for both IBM and its clients. Before joining IBM Watson, Nancy spent more than a decade as Client Executive on the Anthem account. While serving as the client's advocate, she guided the IBM Software, Cloud, Hardware, and Managed Services sales cycle and oversaw a multidisciplinary team using advanced technology to solve Anthem's critical challenges. During her time of leadership on the account, Nancy drove \$200M+ growth in Software revenue, and \$2B+ agreement for Managed Services. Nancy led her team to numerous awards, including the Gerstner Award, the highest global sales honor at IBM. She was also named to the Hundred Percent Club six times—a testament to her client focus and healthcare expertise.

Before her work on the Anthem account, Nancy held various positions that solidified her passion for healthcare and data science. She served as a Software Sales Representative for IBM's Healthcare Sector and held multiple leadership positions on the Data Management Software team, where she was named Data Rep of the Year and consistently exceeded sales benchmarks. Nancy began her career with account management positions at Bachman Information Systems, PKS Information Systems and Texas Instruments Software. In the latter role, she built the company's healthcare software business from the ground up and generated an \$8M pipeline for the strategic business applications group in just six months.

Nancy is a respected voice in healthcare transformation, technology sales and strategic partnerships, and sought after speaker and panelist at women in technology forums and healthcare conferences. She holds a B.S. in Mathematical Science from Biola University and is dedicated to continuous education in the areas of leadership, data science and sales. A lifelong member of the National Charity League, she has served as both president and board member for its Pasadena Area Chapter.