



Catalina Gorla

**Co-Founder and Chief Executive Officer
TruDataRx
White River Junction, Vermont**

Catalina Gorla serves as the chief executive officer for TruDataRx. In this role, she works closely with the clinical team and clients of the company to ensure an exceptional customer experience that results in meaningful savings in pharmacy benefits driven by rigorous evidence-based analytics. Gorla also works with the TruDataRx development team to build the analytical tools and software that drive the value for clients. She has spent the past 12 years working in health care in a range of roles involving research commercialization, enterprise formation and operations development. Prior to founding TruDataRx, Gorla was the founding COO of Informulary, Inc., a company committed to improving health by providing doctors and patients with the information they need to make wise decisions about prescription drugs. She also held positions at Dartmouth College as the program manager of innovations in translation and new initiatives at the Dartmouth Center for Healthcare Delivery Science. Through these roles, Gorla worked with researchers and business professionals to create self-sustaining entities that address needs in the health care delivery system. Prior to Dartmouth, she worked as an economist for a large investment management firm, focusing on international financial markets. In this role, she developed new tools and analytical reports on investible foreign markets. Prior to her work in economic research, Gorla completed a financial leadership rotation program in the insurance industry. She graduated cum laude from Dartmouth College.