**Coletta Dorado**, president, C.E.O. and founder, has applied skills and experience garnered from 25 years of management and operations in the financial securities industry to clinical and business work flow processes in healthcare. Prior to starting AZZLY, she co-founded in 1985, a Florida-based brokerage firm that grew from four (4) to over six hundred (600) brokers. She also lead the initiative to move from a paper based trading operation to paperless and interoperable that allowed the firm to experience significant growth in sales. In 2001, she was instrumental in the multi-million dollar sale of the firm to First Union Securities Financial Network, Inc. Coletta holds a bachelor’s degree from the State University of New York at Buffalo School of Management.