

## Parker University Hires Executive Director of Parker Professional

Parker University has appointed [Dr. Mark Mandell](#) as its executive director of Parker Professional. Dr. Mandell, a third-generation chiropractor and experienced business developer, will oversee Parker Professional, which encompasses Parker Seminars, Parker SHARE Products, and Parker Knowledge, including continuing-education courses and other professional education opportunities.

"We're excited to welcome Mark to Parker," said Dr. Brian McAulay, president of Parker University. "As a chiropractor and someone who also has significant experience in business development, professional education, seminars, and sales, he's going to play an important role as we continue to support chiropractors and other health and wellness professionals."

Prior to joining Parker, Dr. Mandell served as the president and CEO of The Vital Health Depot, where he managed all areas of operation, directed manufacturing of health care equipment, and developed clinical manuals, apps, and digital training videos for rehabilitation and clinical products.

Dr. Mandell previously served as president of Spark providing sales and marketing consulting for companies seeking significant business growth. In this role, he also promoted and hosted small-business sales and marketing seminars.

Formerly, Dr. Mandell led the sales teams as the director of business development at Foot Levelers. He also created its international dealer network and managed the largest continuing education program, reaching 60 percent of chiropractors.

Dr. Mandell also served as president and founder of Brainstorm Group, where he provided marketing services and FDA consulting for health care companies.

He was in practice for more than seven years at Mandell Chiropractic, his family's third-generation chiropractic clinic. While in practice, Dr. Mandell treated patients, served as attending sports physician at U.S. track and field events, and developed a prototype chiropractic clinic in a [veterans care facility](#).

Dr. Mandell holds a doctorate of chiropractic from National College of Chiropractic, where he also earned a certificate in acupuncture. In addition, he earned an MBA in management from New York University's Leonard Stern School of Business and a Bachelor's of Science from Cornell University.

He has written numerous publications and books, including *Spark Your Sales* and *Becoming Your Own Cheerleader*.

Source: Parker University