

February 8, 2008

## Frieda Hernandez Named Director of Internet Initiatives for NY and Chicago HBA Chapters

Frieda Hernandez, Siren Interactive's Vice President of Business Development, has accepted the additional role of Director of Internet Initiatives for the [Healthcare Businesswomen's Association](#) (HBA) chapters in the New York metro area and Chicago. Frieda will continue to lead sales, marketing and alliance activities for Siren Interactive, specializing in eMarketing campaign strategy, development and analysis for clients in the healthcare and retail industries.

"I am very excited to help the HBA in any way I can," said Frieda. "I have been a member for a long time and it is with great pleasure that I take on this new role."

As Director of Internet Initiatives, Frieda is responsible for overseeing the posting of local news and events, streamlining the update process, ensuring quality content is posted in a timely manner, and assisting where needed.

The HBA supports the professional development and leadership of women in healthcare worldwide. With over 30 years of experience, and local chapters across America and in Europe, the HBA provides educational and networking opportunities, with a focus on volunteerism and mentoring. The New York metro area chapter includes Connecticut and New Jersey, and is the largest local chapter.