



Melynda Lee, MBA
DIRECTOR, SALES & MARKETING
SOLUTIONS

A member of the Simione team since 2016, Melynda Lee is a nationally recognized expert in home care and hospice sales, marketing and referral management, communications, public relations, administration and strategic planning.

Melynda previously served as a home health and hospice leader in Florida and Georgia for 8 years, and is a former board member and education committee member for the Georgia Hospice and Palliative Organization. She is a co-founder of the Greater Atlanta Hospice-Veteran Partnership. She is an expert trainer of home care and hospice professionals, and speaker at state and national association conferences. Before making a career change to home care, Melynda served for 10 years as a marketing leader and publisher with the New York Times Company.

The recipient of a Digital Marketing Certificate from Cornell University, Melynda excels in assessment of marketing and communications programs, brand and marketing communications, and client assistance to measure and improve competitive strategies for growth. She is also a True Colors® Certified Facilitator, helping individuals and teams identify their leadership styles to maximize performance.

Melynda earned a BFA in advertising design from University of North Florida, and an MBA from Webster University. She completed the Management Development Program at Northwestern University, Kellogg School of Management, and the Executive Development Program of the American College of Healthcare Executives.