



CDP Announces New Ownership, Executive Promotions

April 1, 2024 (Chicago, Illinois) – Custom Data Processing, Inc. (CDP), provider of electronic health solutions and electronic benefit transfer (EBT) processing services, has announced several staffing changes, effective immediately.

CDP President, Steve Marston, has stepped back and will retire, effective June 30, 2024. He has been with CDP since 1981 and was one of the company's first six employees. Over the years he has played several roles, but the one he relishes most is being part of the team. "We have seen tremendous growth, but we keep that family feel, that we are all in this together. What makes CDP great is the people."

Kelly Pralle has assumed the role of owner and President. She had been CDP's Chief Financial Officer since 1987. With this new role, CDP becomes a woman-owned business and is eligible for certification as a woman-owned business enterprise (WBE).

Scott Pralle has stepped into the role of Chief Operating Officer. Together, with Kelly Pralle and CDP's Chief Executive Officer Stan Cochran, he will be responsible for the day-to-day operations of the company, with a specific attention on accounting, human resources, and Information Technology (IT)/operations.

Scott has been with CDP since 2007, first as an intern, and joining the company full-time in 2011. He has served as both a Project and Account Manager for environmental health, electronic health records, and WIC EBT. In 2016, he was promoted to Vice President, where he has overseen Business Development, as well as contract management.

Joseph Gilland has been promoted to Interim Vice President of Technology. In this role, he will be responsible for setting the technology strategy for the company.

Joseph joined CDP in 2007 as a senior software developer and played an integral part in the creation of WIC Direct before serving as the Product Owner from 2011 through 2022. He then transitioned to be the Director of DevOps and Technology Strategy.

Other promotions include:

- Bonnie Lozada, who has been the Human Resources Specialist since 2017, will now serve as the Director of Human Resources.
- Michelle Craven, a nine-year CDP veteran, will now serve as the Accounting Manager.
- Chris Davis, Director of Network Operations, who has been with the company since 2008, will expand his role to oversee the Network Operations, Network Services, and Database Administration teams.

CEO Stan Cochran is ready to move forward with the new executives. “All of these promotions are well deserved and place our company in strong hands for the future.”

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About CDP

Custom Data Processing, Inc. (CDP) has been providing electronic health solutions to federal, state, and local health organizations since 1979. In 2009, CDP built WIC Direct, the nation’s first online WIC EBT solution, which has been implemented for clients throughout the United States and U.S. territories, processing transactions totaling more than a billion dollars annually. Additional WIC solutions available include management information system (MIS) creation, enhancement, and hosting, as well as Data Direct, a data warehouse tool. Beyond WIC, CDP also provides an EBT solution for farmers markets, an environmental health application, electronic health records, and networking services. For more information about CDP, visit www.cdpehs.com.