

PlayMaker CRM Expands with Opening of New Office in Oakland, California

PlayMaker CRM, the leading cloud-based customer relationship management (CRM) software for the post-acute care industry, announces opening of California office.



PlayMaker CRM logo

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/EINPresswire.com/ -- [PlayMaker CRM](#), the nation's leading cloud-based customer relationship management (CRM) software for the [post-acute care](#) industry, announced today they have opened their second office in Oakland, Calif. The office is located downtown, the heart of Oakland's developing tech center. The office will house about a third of the company's staff with plans to hire more programmers, account managers and sales executives throughout 2015. The company's headquarters will remain in Franklin, Tenn. just outside of Nashville.

"Opening an office in Oakland is very important to our growth strategy," said John Griscavage, CEO of PlayMaker CRM. "This new location will provide resources to help us grow to the next level which includes access to acquiring some of the best talent in Silicon Valley."

Adam Bishop, president of PlayMaker CRM, will continue to be based in the Franklin, Tenn. office and Griscavage will split time between each of the offices. "The Oakland office will give us the opportunity to increase our market share by expanding our footprint into the Western region of the U.S.," added Griscavage.

PlayMaker CRM continues to grow and add to its reputation as the nation's leading cloud-based [home health](#), hospice and post-acute care customer relationship management software. The company is transforming how post-acute care companies manage their sales efforts and grow their referrals.

About PlayMaker CRM

Founded in 2008, PlayMaker CRM is the leading cloud-based customer relationship management solution designed specifically for post-acute care companies to assist with increasing sales efficiency, growing market share and increasing profitability. PlayMaker CRM is used by hundreds of companies large and small that realize the benefits of using innovative technology to grow and stay ahead of the competition. For more information, visit [playmakercrm.com](#).

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