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**FOR IMMEDIATE RELEASE**



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### **Cetronia Ambulance hires Chief Operating Officer to position for growth**

In an effort to move forward with its strategic plan, regional efforts, and to improve efficiencies in an ever-changing health care landscape, Cetronia Ambulance Corps is enhancing its leadership team with the addition of a Chief Operating Officer.

Robert Mateff, Sr., 50, a Lower Saucon Township native with a lengthy background in government and communications, has taken the reigns of the newly created position of COO at Cetronia. He began in his role on June 5.

Mateff is known for being instrumental in the development of the Northampton County 911 center and was former chair of the Northeast Regional Counter terrorism task force. He previously served and was appointed by Gov. Tom Wolf to serve as Deputy of the Pennsylvania Emergency Management Agency, where he worked on the strategic direction and development of the statewide 911 system.

Most recently, Mateff worked as Director of Emergency Communications and Operations at the University of Pennsylvania, where he was responsible for strategic leadership with emergency communications within the university system. Mateff also is a former Deputy Sheriff and Emergency Medical Technician. He holds a certificate in Preparedness Leadership from the University of Pittsburgh Graduate School of Public Health and is a graduate of DeSales University, with a criminal justice degree.

According to Mateff, who spent a number of years as a volunteer firefighter and volunteer EMT, he was drawn to the community aspect of Cetronia's 62 years of saving lives.

"Cetronia has just a great history and great reputation in the community," Mateff said. "The fact that it is a community-based organization was a huge driver for me."

According to Cetronia's CEO, Larry Wiersch, Mateff will be instrumental in helping Cetronia's strategic plan and regional efforts, improving efficiencies, and in advancing its lifesaving mission.

"I am pleased to have the experience and expertise of Bob added to our dynamic senior management team here at Cetronia and look forward to further growing our services while proceeding further with our strategic plan for the future" Wiersch said.

Mateff said he is looking forward to working alongside Wiersch, and being a part of Cetronia's history.

"As I ease myself into the culture of Cetronia Ambulance, and under the leadership of Larry, I know I'll be well mentored to be an asset to the organization and carry on its traditions," he said.

Cetronia Ambulance Corps is a 501(c)3, non-profit, community based organization whose mission is to be the regional leader in emergency medical services, transportation and community health resources. Cetronia has been nationally accredited since 2008 and is recognized by the Commission on Accreditation of Ambulance Services (CAAS) for its superior care, rapid response and operational performance excellence, and is one of less than 1% of EMS providers across the entire country to have achieved this accreditation and the only ambulance company in Eastern Pennsylvania to do so. As the regional leader in High Performance EMS, Cetronia responds to more than 65,000 calls for help annually, provides assistance to more than 250 special events, stand-by's and educational programs per year, and covers an emergency service area that spans 150 square miles.