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Centre for Neuro Skills Promotes Ken Diashyn to Chief Strategy and Development Officer

Bakersfield, Calif. (October 11, 2021) – [Centre for Neuro Skills](#) (CNS), a premier provider of traumatic and acquired brain injury rehabilitation services, today announced the promotion of Ken Diashyn to Chief Strategy and Development Officer.

“Ken’s ideas for pursuing growth initiatives aimed at expanding access to care while maintaining the highest quality of care will prove to be valuable as we look toward the future,” says Mark Ashley, founder and CEO of Centre for Neuro Skills.

Since joining in 1999, Ken has been instrumental in CNS’ evolution, holding several leadership positions as it expanded from four to seven clinics. Ken was key to the development of CNS’ sales and marketing functions, expanding its reach to patients, families, clinicians and insurers.



Ken Diashyn, Centre for Neuro Skills’ Chief Strategy and Development Officer.

Most recently, Ken served as CNS’ VP of Business Development, overseeing payor strategy efforts and all aspects of patient acquisition, including admissions, sales, marketing and business development.

As Chief Strategy and Development Officer, Ken will retain his current responsibilities and work closely with CNS leadership, the advisory board and various thought leaders across the healthcare industry on growth initiatives.

“My goal is to take Centre for Neuro Skills to the next level,” remarks Ken. “By establishing Centre for Neuro Skills as a Center of Excellence, we can set the standard of rehabilitative brain injury care in the U.S.”

Ken studied English literature with an emphasis in business writing and received his bachelor’s degree from Loyola Marymount University in Los Angeles. He is certified as an Examiner with California Award for Performance Excellence (CAPE) and has completed numerous certifications in the field of contract negotiation, finance and sales approaches. Ken has served on various boards and is a past Committee Chair on the Brain Injury Association of America’s (BIAA) Business and Professional Council.

About Centre for Neuro Skills

Centre for Neuro Skills is an experienced and respected world leader in providing intensive rehabilitation and medical programs for those recovering from all types of brain injury. CNS covers a full spectrum of advanced care from residential and assisted living to outpatient/day treatment. Founded by Dr. Mark Ashley in 1980, CNS has seven locations in California and Texas. For more information about Centre for Neuro Skills, visit:

<https://www.neuroskills.com/>, [Facebook](#), [Twitter](#), [LinkedIn](#), [YouTube](#).



Editors, please note: Photos, videos and interviews are available by contacting Robin Carr at (415) 971-3991 or CNS@landispr.com.

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