

# Robin Christenson

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Established and dynamic 2x Founder, CEO, CFO, and clinician hailing a successful exit to a healthcare system achieving 8x EBITDA, transforming her integrative women's healthcare startup into a full-fledged multiservice women's hospital center. Led the launch of 6 brick-and-mortar clinics, a manufacturing facility, a restaurant, and an internationally acclaimed product line. Robin's trailblazing track record provides prime powerful examples of her prolific abilities of highly analytical financial and business acumen, hyper-focused data-driven operational excellence and strategic cross-functional team leadership capabilities, turning visionary concepts into epic ventures.

## ACCOMPLISHMENTS:

- Founded and scaled a multi-site integrative healthcare company, Womanology + Restore HIM, with unparalleled performance, culminating in an iconic acquisition in 2014 by Hoag Memorial Hospital achieving 8X EBITDA
- Robin led the cross-collaborative launch of her company, Womanology, turning it into the full hospital center, "Hoag for Her Center for Wellness", from facility build-out to coordination of nearly every hospital department, to scaling into a multi-site award-winning center
- Post-exit, Robin launched and scaled Blinking Owl Distillery as co-founder + CFO, directing the build of a full manufacturing facility and restaurant, raising >\$5M, and producing a highly awarded restaurant/ event center and internationally celebrated organic spirit product line

## WHAT ROBIN BRINGS TO THE TABLE:

- 20+ years of holistically thinking about business bringing a multitude of product offerings from conception to reality in highly regulated spaces with cross-functional teams
- Demonstrated finesse in building real-time KPI and financial insight dashboards to provide a realistic business story
- Master of designing engaging and value-adding product revenue streams: over 23% of Womanology patients utilized multiple additional cash-based services (healthcare), created member-specific product offerings that added 30% ARR to DTC revenue.
- Launched and led multiple multimillion-dollar ground-up projects with advanced financial strategy + modeling, operational management, stakeholder and business strategy development, investor relations, journey mapping, GTM strategy business intelligence, and team building (B2B, B2C and DTC)
- Exceptional ability for turning Data Quantitative and Qualitative Analysis into actionable insights: Consistently ranked in the top 5% of national healthcare KPIs for optimizing operations in revenue cycle management, labor efficiency, expenses, revenue generation, clinical outcomes, and productivity (and have designed Dashboards and AI implementation strategies to help with these)

## WORK EXPERIENCE

### EXECUTIVE DIRECTOR, FRACTIONAL COO/CFO

Reborn Pelvic Health + Wellness and Independent Consulting

Remote/ Utah  
01/2024 - Present

Fractional COO/CFO for Healthcare, Hospitality, and CPG with specialty services for start-up and growth-focused financial analysis, budget strategies, and resource allocation; multi-site operations and expansion strategy (including telehealth); incorporating health tech/ wearables; clinical Revenue Operations and billing strategy for optimizing contracts and reimbursement, and improvement operational strategies through Benchmarks and KPI analysis using clean and reliable data.

- Built real-time KPI dashboards in Tableau, implementing EMR, Financial, and RCM Data Integration after identifying massive KPI data discrepancies and reporting-time inefficiency by restructuring EMR reports, leading to 95% less staff time on this task and a true snapshot of clinical and RCM benchmarks
- Implemented referral tracking analytics and meticulous patient journey improvements resulting in immediate impact with speed-to-lead resulting in decreased CAC
- Streamlined HR operations and onboarding procedures improving new hiring and training processes
- Led the development of strategic financial plans, projections, and investor decks, enabling her clients to secure a \$250K investment with their first investor pitch for a highly regulated natural infant formula start-up
- Building business plans, financial projections, valuation guidance, and guidance using LivePlan for multiple healthcare start-ups in biotech, wellness, and women's health CPGs

**CHIEF FINANCIAL OFFICER, CHIEF OPERATING OFFICER (HOSPITALITY), FOUNDER  
Blinking Owl Distillery**

Santa Ana, CA  
10/2014 - 06/2024

Following an epic exit from women's health, Robin pursued a passion for farm-to-table products co-founding the first distillery in Orange County, Blinking Owl Distillery. Robin and her husband launched a world-class manufacturing plant and restaurant, overcoming complex regulatory challenges in a highly regulated market. They raised over \$5M through a moving mission and compelling pitch decks. Building extraordinary trust with investors, all main investors said they would invest with Robin again despite the company closure.

- Led the multimillion-dollar execution of ground-up CPG operational management, stakeholder and business strategy development, building financial models, journey mapping, HR, GTM strategy (B2B and DTC), and team building
- Achieved more than \$1M in sales within 6 months by identifying business opportunities and directing a massive overnight operational and FDA licensure shift to dominate the production of hand sanitizer during the pandemic reaching hundreds of prestigious clients such as Viacom, USPS, and Tesla
- Vetted and implemented technology solutions for continuous performance metrics improvement, leading to a 25% improvement in overall operational effectiveness and efficiency across manufacturing, product distribution, and hospitality management
- Built strategic partnerships and joint ventures that evolved into M&A opportunities, resulting in negotiations for multi-million dollar acquisition offers from several prominent companies
- Implemented rigorous hospitality operating procedures and standards of excellence for customer offerings and experience, resulting in achievements including OpenTable

Diner's Choice Award, Eater Los Angeles Orange County's 16 Hottest Restaurants, and Sunset Magazine's 14 Best Distilleries in the West

- Continually refined the business model for strategic sales initiatives, vetted offering and pricing opportunities, analyzed product market fit and refined the customer offerings in the CPG markets, gaining over 400 accounts in California in the first year and expanding internationally
- Active in public affairs: leveraged political, media, and trade organization relationships to improve state and nationwide legislation for craft distillers to drive growth and accessibility for the industry.

**INTERIM DIRECTOR/ CONSULTANT**  
**Hoag Memorial Hospital Presbyterian**  
Orange County, California  
10/2014 - 07/2016

Following the acquisition of her company, Womanology, Robin led the development and expansion of Womanology into the hospital center "Hoag for Her Center for Wellness", deemed the first medically based integrated health center for women. Still going strong, the impact of Robin's vision has changed the lives of hundreds of thousands of women.

- Provided strategic objectives and initiatives consulting in P&L/ financial modeling, operational efficiency, growth strategies, service delivery performance, utilization management, and talent development for the successful expansion to multiple locations over 2 years
- Successfully led collaborative cross-functional implementation with physician groups, C-Suite Executives and hospital leaders from Revenue Cycle, Women's Health, Cancer Institutes, OB Education, Urology, Gynecology, Internal Medicine, Gastroenterology, Reproductive Endocrinology, Mental Health, Breast Imaging, HR, Real Estate, Facilities, IT, Finance, Corporate Communications and Donors
- Developed and implemented strategies and billing policies to ensure top 5% national contract reimbursement rates and KPIs in Revenue Cycle Department
- Collaboration with Corporate Communications managers to execute marketing channel strategies with brand assets, content, and website design, earning a Gold Award for Best Site Design
- Demonstrated the impact of patient engagement strategies through 3-D modeling, wayfinding, and interior design, resulting in millions of dollars in increased donor support
- Vetted and Implemented cutting edge medical devices and bespoke EHR technology to streamline complex billing integration for both hospital and clinic licensure types
- Coordinated with LPA Design Firm from inception to project completion on Hoag for Her Center for Wellness Build-Out to create an award-winning facility.

**FOUNDER, CHIEF EXECUTIVE OFFICER**  
**Womanology + Restore Him**  
Irvine, CA  
05/2002 - 10/2014

Identifying a gap in Women's focused care, Robin pioneered WOMANOLOGY, a groundbreaking healthcare organization that revolutionized the holistic approach to bowel, bladder, and sexual

healthcare at all stages of life utilizing integrative healthcare clinicians and wellness practitioners achieving over 100,000 patient visits.

- Achieved 12 consecutive years of growth in client base, physician referrals, and revenue culminating in an iconic acquisition in 2014 by Hoag Memorial Hospital achieving 8X EBITDA
- Negotiated specialized payor contracts resulting in 1.5-3x higher payment collections and reimbursement rates
- Superb product and service offerings improving patient retention, appointment utilization and engagement with over 23% of patients utilizing multiple additional cash-based services
- Consistently ranked in the top 5% of national KPIs for optimizing operations in revenue cycle management, labor efficiency, expenses, revenue generation, clinical outcomes, and productivity
- Procured trust and respect from more than 250 referring physicians and health practitioners, with no single source accounting for more than 10% of referrals
- Launched specialty groundbreaking therapy programs including cancer survivor sexual wellness and post-gender reassignment surgeries
- Fostered an exceptional company culture leading to outstanding employee retention, recruiting and managing mission-driven, high-performing team members
- Provided mentorship and pelvic floor therapy training and clinical instruction to pelvic floor students, nurse practitioners, PAs, and physicians.

## **AWARDS**

### ***LA Times B2B***

Award 02/2022: CFO Leadership Awards Nominee

### ***Orange County Business Journal***

Award 05/2020: OC's 50 most influential executives in Orange County -- this year based on philanthropic or innovative business efforts related to COVID

Award 03/2020: OC Women in Business Award nominee

Orange County Business Journal

Award 03/2019: OC's 500 People Who Have Left Their Mark with Their Leadership and Influence

## **SKILLS**

### **FINANCIAL MANAGEMENT**

Accounting, Due Diligence, Expense Management, Financial Acumen, Financial Analytics, Financial Forecasting, Financial Modeling, Financial Projection, Financial Reporting, Financial Statements, Ongoing Budgets, Profit and Loss (P+L) Management, Quantitative Analysis, Strategic Planning Cycles, Valuations

### **BUSINESS OPERATIONS + STRATEGY**

AI Models and Integration Strategy, AI Powered Solutions, Automation, Benchmarks, Business Development, Business Metrics, Business Models (B2B, DTC, B2C, highly regulated industries), CAC analysis, Change Management, Corporate Strategy, Data Analysis, E-Commerce, Entrepreneurship, Establishing Legal and Compliance Frameworks, Facility Build-Out, Go-to-Market Strategy, FDA compliance, Growth Strategy, Human Resource Management, Investor Relations, KPIs, LEAN Six Sigma, M+A Negotiations, Marketing Metrics, Negotiating Contracts, New initiatives, New Location

Openings, OKR's, Operations Strategy, Optimizing Workflows, Payroll Systems, Performance Models, Performance Trends, Process Improvement, Product Innovation, Program Management, Project Management, Qualitative Analysis, Real Estate Development, Research and Development, Revenue Generation, Risk Management, Sales Projections, Scaling and Expansion Experience, Scorecards, Start-ups, SOP Development, Stakeholder Relationship Management, Strategic Partnerships, Strategic Planning, Supply Chain Management

## HEALTHCARE

AI for Healthcare, Cancer Survivor Sexual Health and Wellness, CAQH, Clinical Documentation, Clinical Leadership, Clinical Operations, Clinic design, CMS, CPT Coding, Credentialing, Compliance Frameworks, Directing Policies and Procedures, EHR / EMR, EPIC, FDA Compliance, Fertility, Fitness, Healthcare Compliance, Healthcare Industry Trends and Best Practices, Healthcare Providers, Healthcare Strategy, Healthcare + Wellness Consulting, Health Systems, Health Technology, HIPPA Compliance, Insurance and Payor Strategy, Lymphedema Therapy, Medical Practice Management, Medicare, Menopause, Musculoskeletal Health, OB Education, Oncology, Orthopedics, Payor Contracts, Pre and Post-Natal Care, Provider Engagement Programming, Reproductive Endocrinology, Reproductive Longevity, Revenue Cycle Management, Telehealth / Telemedicine Strategy + Operations, Tracking Provider Performance, Weight Loss and Nutrition, Wellness, Women's Health, Working with Physicians

## LEADERSHIP SKILLS

Advising, Compelling Presentation Skills, Dozens of Publications, Excellent Communication and Writing Skills, Executive Coaching, Leading Large Team Collaborations, Public Speaking, Team Building, Group Collaboration, Employee Engagement and Retention, Mentorship, Recruitment, Talent Acquisition

## TECHNOLOGY

ADP Payroll, Asana, CRM (multiple) , Fathom, Go High Level, Google Workspace (Sheets, Docs, Groups, Forms) Chat GPT, Homebase, iWork (Numbers, Pages, Keynote) , KNIME, Microsoft Office (Power BI, Word, Excel, Powerpoint), LivePlan, Mindbody, Nectar, Notion, Otter AI, Quickbooks Payroll, QuickBooks Pro, Salesforce, Slack, Sling, Tableau, Trello, Tripleseat, WordPress, Zoho (Analytics, Invoice, Inventory)

## CUSTOMER EXPERIENCE

Customer Journey Mapping, Customer Service, Event Management, Event Planning, Interior Design, Patient and Client Experience, Patient Journey Mapping

## EDUCATION

Degree: MASTERS DEGREE of SCIENCE

Major: Physical Therapy

School: University of Utah

Graduation: 05/2002

Degree: BACHELORS DEGREE of SCIENCE

Major: Exercise Science

School: University of Utah

Graduation: 12/1999

Course Certification: ARTIFICIAL INTELLIGENCE: STRATEGIES FOR LEADING BUSINESS TRANSFORMATION

School: Northwestern University - Kellogg School of Management

Graduation: 04/2024

Course Certification: 10,000 WOMEN: ASSESSING YOUR BUSINESS GROWTH POTENTIAL

Presented By: Goldman Sachs

Graduation: 01/2019

Course/ Teaching Fellow: WOMEN'S HEALTH "MINI MBA"

Presented By: In Women's Health

Graduation 08/2024