

Robin Christenson

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CEO / COO / CFO | HEALTHCARE PLATFORM BUILDER

Enterprise healthcare executive with 20+ years of experience building, integrating, and scaling regulated clinical and consumer-facing platforms. I built and led a pioneering integrative women's health company in Southern California to an 8x EBITDA acquisition and successful integration into a major health system — redefining comprehensive women's care in a highly competitive market.

Over time, my work has evolved from founder-led innovation to enterprise-scale integration and platform operations. I have operated multi-million-dollar P&Ls, stabilized organizations through reimbursement disruption, implemented AI-enabled clinical infrastructure, and led enterprise oversight of clinical operations, telehealth, revenue cycle, marketing performance, credentialing, and distributed teams. I design scalable systems that align demand with capacity, protect margin, and strengthen patient experience as growth accelerates.

I trust the numbers — not because they're cold, but because they're honest. They surface friction, expose opportunity, and ensure ambition is supported by infrastructure rather than optimism. From that clarity, I build the operational foundations that allow care to remain personal — even at scale.

PROFESSIONAL EXPERIENCE

COO / CFO

Reborn Pelvic Health & Wellness

Multi-site, Utah

2024 - Present

Now leading enterprise operations for a rapidly scaling women's health platform across hybrid in-person and telehealth models.

- Implemented scalable systems helping the company increase gross revenue by 5x and net profit by 6% in less than 2 years.
- Implemented AI-enabled EMR modernization and integrated financial + clinical KPI dashboards, eliminating reporting discrepancies and reducing administrative reporting labor by 95%
- Reduced marketing spend by 50% while doubling patient volume through disciplined CAC modeling and referral velocity tracking
- Identified and modeled material payer reimbursement shifts; led enterprise-wide operational recalibration to preserve margin and ensure long-term financial durability
- Designed demand–capacity forecasting models aligning marketing velocity with provider productivity and staffing ratios

- Architecting multi-state expansion readiness, including financial modeling, regulatory sequencing, credentialing strategy, and staffing ramp plans

Built infrastructure that ensures growth is supported by systems — not strain.

Founder, COO / CFO
Blinking Owl Distillery
Santa Ana, CA
2014 - 2024

Following an epic exit from women's health, expanded from healthcare into a highly regulated manufacturing, hospitality, and distribution environment — strengthening enterprise financial and operational discipline across industries.

- Operated multi-million-dollar P&L across manufacturing, retail, and hospitality divisions
- Led investor relations, financial modeling, and development of institutional-grade pitch decks to support multi-round capital raises
- Improved operational efficiency by 25% through performance governance and systems redesign
- Oversaw federal regulatory compliance, supply chain accountability, and multi-state distribution requirements
- Built forecasting, inventory management, and vendor governance systems to support scaling demand
- Expanded distribution into international markets

Operating in a capital-intensive, highly regulated industry strengthened my risk management, forecasting discipline, and ability to make hard operational decisions under pressure.

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

Following acquisition of Womanology, transitioned into enterprise leadership within Hoag Memorial Hospital Presbyterian — one of the largest nonprofit health systems in Southern California.

- Directed full integration of outpatient women's health platform into hospital system governance, billing, licensure, and compliance frameworks
- Designed hospital-based revenue cycle alignment and payer contracting integration within a complex health system environment
- Partnered with executive leadership, compliance, legal, and finance teams to ensure regulatory integrity and operational continuity
- Presented financial modeling, growth projections, and expansion strategy to executive and board-level stakeholders
- Contributed to the development and expansion of Hoag for Her Center for Wellness, the nation's first hospital-based comprehensive women's health center

This role marked my transition from entrepreneurial founder to enterprise-scale healthcare operator within a system-governed environment.

FOUNDER, CHIEF EXECUTIVE OFFICER

Womanology + Restore Him

Irvine, CA

2002 - 2014

Built and scaled a pioneering integrative women's health platform in Southern California from inception to an 8x EBITDA acquisition.

- Achieved 12 consecutive years of growth
- Delivered over 100,000 patient visits through a longitudinal, integrated care model
- Negotiated payer contracts achieving 1.5–3x standard reimbursement rates
- Maintained top-tier national KPIs across revenue cycle, productivity, and utilization
- Built a diversified referral network of 250+ physicians

This venture established the foundation of my leadership philosophy: care must feel deeply personal — and the systems behind it must be financially durable.

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

BOARD, ADVISORY & SPEAKING ENGAGEMENTS:

- Planned Parenthood Association of Utah: Board of Directors, Budget & Finance Advisory Board (March 2026), KPI analysis consulting (Sept 2025-Mar 2026)
- FoXX Health: Advisory Committee Member (Aug 2025-Present)
- Women's Wellness Summit Speaker: "Pelvic Health: Secrets for Everything Down There!", April 2025
- The Midlife Chrysalis Women's Group Speaker: "Genitourinary Syndrome of Menopause + Pelvic Health, April 2025
- The M Factor: Shredding the Silence on Menopause Viewing - Salt Lake City; Expert Panel Member, December 2024
- Wrapping Your Brain Around Starting a Business: The Old Girls Club Speaker Series, June 2024

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, HIPAA 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, Click-Up, Homebase, iWork (Numbers, Pages, Keynote) , KNIME, Microsoft Office (Power BI, Word, Excel, Powerpoint), LivePlan, Loom, Metabase, Mindbody, Monday.com, Nectar, Notion, Otter AI, Paylocity, Prompt EMR (BI, Practice Intel, Insight, Sidekick AI), Quickbooks Payroll, QuickBooks Online Advanced, Salesforce, Slack, Tableau, Trello, Tripleseat, WordPress, Zoho (Analytics, Invoice, Inventory)

CUSTOMER EXPERIENCE

Customer Journey Mapping, Customer Service, Patient and Client Experience

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