**Professional Summary:**

Visionary healthcare executive and entrepreneur with 25+ years developing future leaders, digital health innovation, SaaS startup success, and operational growth. Broad expertise across payer and employer domains. Proven in cross-functional team leadership and departmental oversight, spanning clinical operations, sales, P&L, human capital, growth marketing, and client success.

**Work Experience:**

**Founder and Principal Consultant, Willow River, August 2023 - Present**

Spearheading strategic initiatives for early and late-stage growth startups. Proven success driving business development, strategic partnerships and operational excellence.

**SVP, Growth and Strategic Partnerships, Kaia Health, June 2022 - August 2023**

Championed the US commercialization strategy for a digital physical therapy startup. Engineered an operational foundation, healthplan partnership strategy and organizational structure, driving exceptional performance and facilitating dynamic growth.

* Successfully negotiated 6.5 million Virtual Physical Therapy lives in 2023 and secured an additional 4 million lives for 2024, projecting future revenue to surpass a 50 million Annual Recurring Revenue (ARR).
* Achieved 211% growth in a single year, outpacing the previous five years, with a personal contribution of 40%. This 1650% year-over-year growth stemmed from successful engagements with strategic partnerships, Medicare Advantage, fully funded and self-funded employers.
* Executed a regional market segment strategy, establishing ground-level partnerships with key decision-makers and estimating an ARR boost of ~7 million through the projected addition of 1.5 million lives.

**SVP, Enterprise Growth, Optum Health, January 2016 - June 2022**

Led leadership in seamlessly transitioning Rally Health’s services to OptumHealth, while driving sales growth through dynamic strategies and key partnerships. Headed growth operations, supporting market management, and served as executive leadership liaison for alignment and execution of long-range plans across departments.

* As Senior Vice President of Growth and Market Management at Rally Health, I spearheaded new business initiatives and organic growth, managed pipeline dynamics, monitored KPIs, oversaw channel management, and ensured accountability for achieving targets north of $250 million, inclusive of Digital Care Navigation, Incentives/Rewards, Real Appeal, Coaching, EAP, Biometrics, and Quit For Life. Additionally, provided cross-functional support for market strategies aligned with the organization’s overarching $410 million growth targets.
* As Central Regional Growth Officer, I assumed accountability for on-the-ground strategy development, comprehensive account management, sales activities, and fostering partnerships with payers and consultants. My efforts contributed to surpassing targets, achieving over 100% growth, and securing an ARR of $84 million.
* As National Vice President of Sales, I formulated and implemented a robust startup strategy playbook, which significantly contributed to achieving an ARR of $56 million. Demonstrating consistent performance, successfully meeting 100% of annual targets four consecutive years, fostering growth from $24 million to $48 million within a two-year period. Additionally, I strategically expanded market reach into Employer, Payer, M&A, and group retiree segments.

**Strategic Account Executive, UnitedHealthcare, November 2014 - January 2016**

Proficiently managed a diverse portfolio, overseeing renewals and upselling of medical, prescription, reinsurance, and ancillary healthcare services, achieving flawless retention and remarkable 144% growth, exceeding $110 million ARR.

**Chief Operating Officer, Spectrum Health Systems, July 2008 - August 2014**

Directed comprehensive operations, sales, and new business expansion for a leading national health management company. Coordinated departments to execute strategic initiatives across sales, marketing, finance, legal compliance, and human resources. Pioneered recruitment, training, and performance management systems, maintaining high standards. Inspired and motivated staff to excel, cultivating a high-performance culture.

* Developed, planned, and delivered new business initiatives, products and services accounting for 65% of annual revenue in 2013.
* Elevated organic growth by 25% by expanding C-suite sales engagement, fortifying client retention, and cultivating strategic relationships with consultants and brokers.
* Optimized the operational structure to facilitate 150% growth by refining and enhancing existing clinical services, improving efficiencies, and strategically implementing new business services, including innovative approaches to reducing healthcare spend.

**Vice President Eastern Operation, Corporate Fitness Works, May 1995 - July 2007**

Managed and directed client health and wellness services for C-suite executives across the East Coast, serving a diverse portfolio of 24 esteemed organizations, including top-tier entities in the government, university, Fortune 100, private, and retirement sectors in the United States.

**Education:**

Bachelors of Science, Wellness, Wayne State College

Coaching Endorsement

NCAA Athlete, 1993 Football Team, WSC Hall of Fame

**Professional Skills:**

Visionary leadership, Entrepreneurship, Strategic planning, Business development, Operational excellence, Cross-functional team leadership, Sales strategy development, Performance management, Process improvement, Coaching and mentoring, Relationship building, Communication, Digital health innovation, SaaS startup success, Value-based care, Population health management, Sales cycle management, Lead generation, Presentation refinement, RFP responses, Pricing and packaging, Negotiation, Forecasting, Executive presence, Market assessment, New business development, Competitive analysis, CRM/Salesforce expertise, Healthcare sales experience, Revenue generation, Human capital management, Growth marketing, Client success management, Operational management, Team building, Compensation planning, Sales operations management, Healthplan navigation