

**CHIEF EXECUTIVE OFFICER / BOARD DIRECTOR – ADVISOR****ACCELERATED VALUE CREATION VIA STRATEGIC DESIGN, ENGAGEMENT, ALIGNMENT & INTEGRITY**

- **Customer Focus**
  - **Business Development**
  - **Strategic Fund Raising**
  - **Employee Engagement**
  - **Cultural Game Changer**
  - **Enterprise Stabilization**
  - **Global Market Development**
  - **Sales/Marketing Leadership**
  - **Product Portfolio Expansion**
  - **Product Development Leadership**
- ❖ **Strategically Designs & Leads Opportunities for Value Creation.** Flourishes in identifying, developing & executing innovative strategies in multiple & new situations to create game changing results where change is desired, overdue or overlooked.
  - ❖ **Solves Tough Challenges. Solves New Challenges. Produces Results by Systematically Listening, Engaging & Aligning Key Stakeholders Around the Common Vision.** Good ear for the underlying issues. Creates intuitive process using big picture goals to cut to the chase. Finds common ground, engages customers, employees & stakeholders in creating solutions & rallies people for results.
  - ❖ **Authentic High-Touch Leader. Creates Trust Through Vision, Inspiration, Objectivity, Transparency & Determination.** Engages customers, employees, and shareholders to deliver company performance, without personal agenda.

**TRINOVA MEDICAL WASTE SOLUTIONS CORONA, CA****2010 - 2011***Recruited to create Angel funded green technology Regulated Medical Waste market & establish new regulatory benchmark.***CHIEF EXECUTIVE OFFICER**

Commercialized aerospace developed start-up, including market analysis, sales process, CRM &amp; production management process.

- Designed/led technology differentiated service model development securing investment bank & acquisitions, preceding liquidity.
- Led technology enabled service model development gaining Board approval, expanding market & valuation potential tenfold.
- Identified greenfield targets, negotiated & signed acquisition LOIs to accelerate operational execution.
- Negotiated & signed Premier, Inc. agreement, nation's largest hospital GPO & first international distribution license agreement.

**A-LIFE MEDICAL SAN DIEGO, CA****2006 – 2010***Recruited to lead \$8M SaaS Radiology revenue cycle management technology venture. Expanded product portfolio, Natural Language Processing technology, applications & services to new markets, incl. Hospital, Cardiology & Interventional Radiology.***CHIEF EXECUTIVE OFFICER / PRESIDENT**

Focused organization/processes: Client service, acct mgmt, sales, CRM, HR, prod. steering, dvlpmt, production, QA &amp; IT systems.

- Developed vision & led 400%(\$63M), valuation growth in clinical abstraction company, culminating in Fortune 40 liquidity event.
- Led 95% revenue, 180% EBITDA growth via 'agile' product expansion development process, resource & expense optimization.
- Identified, negotiated & secured Ingenix/United Healthcare partnership license, strategically positioning Company exit.
- Led joint venture negotiation with University Pittsburgh Medical Center, additional \$5M funding & developed Hospital Business.
- Led & closed first two hospital system sales for combined value over \$10M. Largest single contracts in Company history.
- *Recognized, Inc. 2010 500/5000, fastest-growing companies, 2006-2009 & Healthcare Informatics Top 100 companies, 2009.*

**PATEINTLINE SAN DIEGO, CA****2005 – 2006***Founded U.S. Healthcare Technology venture to provide clinical, educational & entertainment access at the patient bedside.***CHIEF EXECUTIVE OFFICER, NORTH AMERICA**

Secured \$2M funding from UK partner to develop &amp; launch US venture. Captured market leadership position.

- Closed four hospitals, installed & recognized \$1.4M revenue during initial year, immediately following initial funding.
- Recruited/staffed organization to include CFO, CTO, Operations Manager & established Human Resource infrastructure.

**PYXIS PRODUCTS, CARDINAL HEALTH SAN DIEGO, CA****1997 – 2005***\$680M CAH Information & Technology Business Unit providing medication, supply automation & information systems worldwide.***VICE PRESIDENT, NEW MARKETS & INFORMATION TECHNOLOGY**

2003 – 2005

*Appointed to lead Specialty Businesses, Business Development, Strategic Planning & IT. 139 employees & \$43M budget.*

- IT group (54 employees) seamlessly implemented ERP system. IT innovation in collaboration with Human Resources earned Cardinal Strategic Driver Award for merit & performance management application used corporate wide.
- Delivered record HelpMate Business financial performance. Integrated operations (\$2.1 million budget) to reduce SG&A by \$650,000 while doubling revenue over prior year.
- Created & led International Business Unit with revenue growth from \$0 - \$20M & product adoption in 15 countries, in 4 years. Achieved record International revenue increase of 94% with EBITDA increase of 350% over prior (third) year of operations.

*Continued*

- Co-created & commercialized PatientStation business with market potential exceeding \$2B. Led \$5.5M funding request for technology acquisition. Contracted 5,000 units in 18 months with projected revenue streams exceeding \$35M.

**CHAIRMAN, Global Product Steering Committee. VICE PRESIDENT, MARKETING, NEW MARKETS & IT.** 1999 – 2003  
Appointed to lead Product, Marketing, R&D, BD, Strategic Planning & Information Tech. 160 employees, 13 direct, \$49M budget.

- Structured & led BD & Product Steering process expanding New Product portfolio revenue \$134M & EBITDA \$54M, in 3 years.
- Re-engineered product/engineering management process to infuse prioritized, on-time, market focused product development.
- Led Company's strategic planning process for 3 years, contributing to rapid revenue growth of \$245M.
- Closed four acquisitions & led \$35M in funding requests, in addition to ongoing R&D internal product development funding.
- Exceeded Cardinal & Pyxis employee satisfaction & engagement scores, as measured by Hewitt & Associates. Marketing, New Markets & IT - 78%. Cardinal Corporate - 68%. Pyxis Corporate - 73%.

**PRESIDENT, NEW MARKETS** 1997 – 1999  
Recruited to expand alternate site business unit, including Sales, Marketing, Operations & R&D. Matrix finance & HR support.

- Designed/executed non-acute care business model change driving \$32M valuation growth, 2.5 years.
- Designed, recommended & led successful integration of alternate site business into core Pyxis operations.
- Led business integration initiative to merge MediTROL into Pyxis, following Cardinal acquisition.
- Developed, trained & implemented first Employee Performance Management & Salary Review Process for Pyxis Corporation.

**MEDITROL AUTOMATION SYSTEMS, OWEN HEALTHCARE CORPORATION HOUSTON, TX 1996 – 1997**  
*\$350M provider of hospital pharmacy services, medication & supply automation systems. (Acquired by Cardinal Health)*

**PRESIDENT** 1996 – 1997  
Recruited to lead turnaround of MEDI TROL AUTOMATION SYSTEMS, medication & supply automation systems manufacture.

- Structured/led Company turnaround. 56% EBITDA growth, 46% revenue increase preceding Fortune 20 liquidity event.
- Leveraged employee participation & commitment by initiating employee engagement plan, including training, performance & development reviews, promotions & market salary review process.
- Initiated Product & Project Management Process to improve product quality & development timelines.

**REUTERS HEALTH INFORMATION SERVICES, REUTERS NEW YORK, NY 1995 – 1996**  
**EXECUTIVE VICE PRESIDENT, SALES & MARKETING**

**OLSTEN KIMBERLY QUALITY CARE, OLSTEN CORPORATION NEW YORK, NY 1992 – 1995**  
**SENIOR VICE PRESIDENT, SALES & MARKETING**

**BAXTER HOSPITAL SUPPLY DIVISION, BAXTER INTERNATIONAL MCGAW PARK, IL 1978 - 1992**  
**AMERICAN HOSPITAL SUPPLY, AHS CORPORATION MCGAW PARK, IL (Acquired by Baxter, 1983)**

**VICE PRESIDENT, MARKETING & BUSINESS PLANNING,** MCGAW PARK, IL 1990 - 1992

**General Manager, Western Zone Vice President,** McGaw Park, IL - \$1.2B revenue 1989 – 1990

- Led \$1.2B distribution business to 11% EBITDA increase, double market rate with 750 employees in 25 facilities.

**Vice President, Northwest Area,** Hayward, CA - \$250M revenue 1986 - 1989

- Company Operations Excellence Award. Highest sales/EBITDA growth with leading service, expense & capital performances.

**Director of National Accounts,** McGaw Park, IL 1983 - 1986

**Region Manager,** Birmingham, AL - \$18M revenue 1981 - 1983

**Area Sales Manager,** Atlanta, GA 1979 - 1980

**Sales Representative,** Youngstown, OH 1978 - 1979

**EDUCATION**

**BS, MARKETING, OHIO STATE UNIVERSITY, MBA (COURSEWORK COMPLETED), PEPPERDINE UNIVERSITY**

**BOARD EXPERIENCE**

**DIRECTOR: TRINOVA MEDICAL, A-LIFE HOSPITAL COMPANY, A-LIFE MEDICAL, ACESYSTEMS: ADVISOR, ITEL COMPANIES:**

**INDUSTRY AFFILIATIONS:**

**MEMBER: ADAPTIVE BUSINESS LEADERS, TECH COAST ANGELS, CONNECT SAN DIEGO:**