

## EXECUTIVE HEALTHCARE LEADER AND BUSINESS STRATEGIST

Dynamic, motivated and results-oriented executive with proven ability to achieve optimal performance, compliance, and profits across multi-site operations. Delivers multi-year strategic business plans to optimize operations, technologies, systems, and processes. Aligns business practices with corporate goals. Master in bridging business relationships through influential communications and outcome driven goals.

- Highly experienced in managing multi-million dollar budgets, performance for 550+ staff, and clinical compliance.
- Serves as key company representative and industry leader within healthcare and post-acute care markets.

**Organizational Vision & Leadership**  
...  
**Sales & Operations Management**  
...  
**Market Share Increases**  
...  
**Fiscal Performance**  
...  
**Change Management**  
...  
**Contract Negotiations & Acquisitions**

## KEY ACCOMPLISHMENTS

**2011-2017:** Ranked #1 Region for Revenue and EBITDA.

**2010:** Revenue to Budget: 116% - Net Income to Budget: 136% - Cash to Budget: 101%.

**2009:** Revenue Growth of the Year - Overall Branch of the Year - Most Improved Branch of the Year

Revenue to Budget: 127% - Net Income to Budget: 179% - Cash to Budget: 102%.

**2008:** Revenue Growth Branch of the Year - Most Improved Branch of the Year - Revenue Management Branch of the Year

Revenue to Budget: 153% - Net Income to Budget: 700% - Cash to Budget: 112%.

## EXECUTIVE EXPERIENCE

### PREFERRED HOMECARE (ACQUIRED LIFECARE SOLUTIONS, INC.)

REGION VICE PRESIDENT

2014 TO PRESENT

REGION DIRECTOR OF OPERATIONS/REGION OPERATION MANAGER

2011 TO 2014

- Directs strategic planning and management for the 7-state Southwest Region, including full accountability for P&L, \$145MM+ in billable revenue, forecasting, sales, and operations oversight for Respiratory and Dermal Medical Equipment division. Oversees 15 direct reports handling 550+ regional team members and 30 clinical service centers.
- Strategically leads transitions, acquisitions, and change management with minimal operational impact; drives cost controls, continuous process and program improvements, new technologies, compliance, and logistics.
- Effectively led a cross-functional team in the consolidation of customer service and intake centers.
- Identifies and capitalizes on revenue opportunities; restructures and streamlines costs to increase EBITDA and market share.

### LIFECARE SOLUTIONS, INC.

AREA OPERATIONS MANAGER/GENERAL MANAGER

2006 TO 2011

- Strategically managed the \$12M+ Arizona market; executed Tucson market start-up to \$3.5M+ within 3 years; achieved positive cash flow in 9<sup>th</sup> month. Directed all aspects of compliance with The Joint Commission and ACHO.
- Executed strategic business plans for Tucson, Phoenix, and Prescott (DeNovo); rapidly grew to Colorado and Nevada market.
- Negotiated with insurance providers, Managed Care, and AHCCCS to expand market share within territory.

### WESTERN MEDICAL, INC.

DIRECTOR OF MARKETING/GENERAL MANAGER

1993 TO 2006

- Received multiple internal promotions due to superior revenue, performance, and service management.
- Strategically managed \$6M in budget for Southern AZ market including oversight of 33+ clinical, operations, and sales staff.
- Launched Respiratory Services line of business in new AZ market; drove revenues from \$5k/month to \$350k/month.
- Represented the company and brand; negotiated contracts with AHCCCS, Hospice, and Managed Care Organizations.

## PROFESSIONAL AFFILIATIONS

**Committee Member**, RESNA National Professional Standards Complaint Review

**Provider Council Member**, United Healthcare LTC Plan - **Past Home Health Advisory Board Member**, Aristocare

**Member**, RESNA and NRRTS - **Past President and Board Member**, Arizona Continuity of Care

## EDUCATION

**B.B.A., Marketing, Minor in General Business**, Western Michigan University, Kalamazoo, MI

**(ATP) Assistive Technology Professional**, RESNA Certification (20 CEU's bi-annually to maintain)

**(CRTS) Certified Rehabilitation Technology Supplier**, NRRTS Certified (10 CEU's annually to maintain)