

## STRATEGY & OPERATIONS EXECUTIVE

**OPERATIONAL STRATEGIST & ARCHITECT** – Turning complexity into concrete initiatives that improve customer outcomes, operational efficiency, and business scale. Ensuring companies execute at the level their growth strategies require.

**EXECUTIVE RESOURCE AND ADVISOR** – Trusted to solve challenging problems that impact growth. Translating ambiguous directives into impactful systems that enable growth, improve cash flow, and stabilize operations. Leading through crisis to stabilization.

**CROSS-FUNCTIONAL INTEGRATOR** – Aligning disparate parties and teams around a common goal. Clarifying purpose. Driving towards transformation. Developing teams of committed business partners.

### AREAS OF EXPERTISE

System Development | Systems Enablement | Process Development | Automation | Executive Influence | Cross-Functional Partnerships | Project Management | Operations | Go-to-Market | M&A Integration | KPIs | Metrics | Vendor Management | Change Management

## PROFESSIONAL EXPERIENCE

**DISCOVERY BEHAVIORAL HEALTH (FORMERLY CLIFFSIDE MALIBU)**, Irvine, California 2018-2025

*PE-sponsored by Webster Capital. Nationwide multi-center treatment program with partnerships with some of the most prestigious teaching hospitals in the US.*

### **Vice President, Clinical Applications (2024-2025)**

Promoted to own larger segment of core platforms including Salesforce and admissions platforms as well as EMR, billing, collection, and alumni follow up systems aligning technology with operational and business priorities. Continued scaling of processes, systems, and governance to support growth. **Team: 4**

- Played key role in rapid expansion and growth of company overseeing integration of systems and developing strategic plan identifying which systems to migrate and which to sunset and/or archive for each of 8 acquisitions over 4 years.
- **Reduced costs by \$1M by renegotiating and reducing vendor contracts;** created repeatable, future-state savings frameworks for subsequent contract negotiations.
- **Decreased claim rate 15% and increased monthly cash flow \$300K** by stabilizing revenue operations and mitigating revenue leakage and driving strategic alignment across clinical and billing functions.
- **Led design of logistics plan and 90-day transition protocol** to facilitate seamless system, platform, and operational transfer of psychiatric division as part of \$3M dollar divestiture; plan convinced buyers to move forward.
- Improved cross-functional executive level decision making by designing BI dashboards and KPI frameworks.

### **Director, Clinical Applications (2021-2024)**

Recruited by Vice President of IT to work at enterprise level to oversee EMR, billing, and collection platforms design and implementation across the entire in-house patient journey. Standardized workflows and governance across 100+ locations. **Team: 2**

Discovery Behavioral Health: Director, Clinical Applications (Continued)

- Partnered with C-suite to operationalize executive strategy turning business priorities into scalable processes, governance models, and system roadmaps implemented division wide.
- **Matured clinical applications function** by implementing centralized ownership model from fragmented, department-led systems supporting full patient, provider, and revenue lifecycle across 10+ platforms.
  - Designed multi-disciplinary team structure **to support increase 70% in patient load of 700/day across 130 facilities.**
  - Established guardrails to strengthen data integrity, medical record accuracy, and billing reliability.
- Streamlined EMRs to 2 from 8, **saving ≈\$150K annually and increasing organizational agility**, process standardization, and ensuring compliance with complex and varied regulations.
- Improved throughput, accuracy, and end-to-end visibility into data leading enterprise-wide integrations including CRM, EMRs, marketing automations, and revenue cycle platforms.
- Introduced and embedded change management frameworks improving decision clarity of executives, adoption of new initiatives across the enterprise, and cross-functional alignment as company rapidly grew.
- **Increased employee retention and reduced time to proficiency by ≈5 days** across functions by standardizing employee onboarding and training in partnership with cross-functional executive leadership.

***Director of Business Operations (2018-2021)***

Retained after the sale of Cliffside Malibu to Webster Capital, a PE firm to ensure operational continuity and play a pivotal role in company's scale up strategy. Continued oversight of facilities ensuring high quality of care levels.

**CLIFFSIDE MALIBU**, Malibu, California

2013-2018

*Multi-facility substance abuse treatment center serving high net worth individuals and celebrities.*

***Director of Business Operations***

Hired by owner to be manage social media and other operational tasks. Promoted quickly to oversee business operations and serve as de facto Chief of Staff. Oversaw operations and maintenance of 15 facilities.

**Team:** 5-12/direct 70 indirect **Budget:** ≈\$1M

- Drove development and execution of operations strategy **to support rapid expansion from 35 to 200+ employees and 15 facilities over 8 months.**
- **Orchestrated end-to-end crisis management and operational oversight after wildfire** that forced evacuation of patients from facilities and destroyed or damaged 10 properties.
- Maintained business continuity while leading rebuild and renovation of properties damaged by fire.
- **Rebuilt 5 facilities and renovated 5 others in less than 12 months** while meeting care standards and regulatory requirements.
- **Launched 16-seat call center within 5 days** identifying location, finalizing lease, procuring furniture, and installing phone and technology; stayed on site to ensure successful go-live and hand over to manager.
- **Supported company through \$100M sale and transition to private equity**, including managing due diligence process and ensuring data integrity across all functions.

**IOVA COMMUNICATIONS**, Thousand Oaks, California

2013

*Online marketing for small businesses*

***Social Media and SEO Specialist***

Hired part-time and quickly promoted to full-time after demonstrating dexterity learning platforms like Wordpress and Google AdWords and leveraging previous experience managing social media while at Universal Music Group.

- Managed 10 client accounts developing content and updating websites.
- Architected repeatable client management workflows that ensured quality outcomes and high customer satisfaction.
- Established baseline metrics and tracked performance for clients to show measurable impact of SEO and social media strategies.
- Delivered ROI of \$5K/month spend per client on PPC.

## EDUCATION

***Bachelor of Arts, Anthropology***, University of California, Santa Barbara, California

## CERTIFICATIONS

**Anthropic Academy**

AI Fluency: Framework & Foundations

Claude 101

**Music Business Certificate**, Musicians Institute, Hollywood, California

## PLATFORMS & TOOLS

Salesforce