

CEO with a proven record of driving **global initiatives** to **improve clinical outcomes**, advance member value, and enhance patient safety. Achieved 57% revenue growth over five years and consistently outperformed annual targets. Expert in strategic **partnerships, program development, financial stewardship, and marketing leadership**. Builds strong teams, forges key relationships, and leads **enterprise transformation** for operational excellence and global expansion.

Established high-growth subsidiaries, launched digital marketing strategies, and expanded the organization's global footprint, notably within the anesthesia community. Led change management to reduce costs and foster a culture of professionalism and innovation. Experienced in P&L management, consulting, M&A, and board engagement. Holds MBA, MA, and JD degrees.

Multi-faceted executive with expertise in:

Team Leadership, Program Development, B2B Business Development, P&L, Global Management, Strategic Partnerships, Assessment, Planning

EXPERIENCE

QUAD A

Nonprofit accreditor that sets standards facilitates research and inspects 4,000 locations globally. \$11M in revenue with 60+ global employees

Chief Executive Officer

April 2019 – Present

- Manage **Semi-annual Board Meetings** with global strategic planning for growth across medical sectors, verticals, and new markets
- Lead team of **60+ staff** across 4 countries and 2 companies
- **Acquired** a mission-critical vendor, creating a subsidiary with 17 Europe-based employees, serving internal and external clients
- Leveraged **Governance Expertise** to revise organizational documents and bylaws (2020) to tighten limited liability and reduce risk
- Increased annual **Revenue Generation** by 57% from 2019-2024, through expansion and pricing policies that addressed gaps
- Revised **investment strategy** to ensure financial health by diversifying instruments and increased portfolio by 117% since 2019
- **Reduced corporate debt** instruments by over 76% with a structured strategy to pay off within two years
- **Modernized IT** to a cloud-based office with custom platforms, and deployed VOIP, automation, and tracking tools that nearly eliminated shipping and postage expenses, which reduced expenses by nearly \$400,000 annually
- Sold headquarters at a breakeven price, including buildout expenses, during the real estate downturn
- Maintained 100% staffing while sustaining net increases in membership and revenue throughout the pandemic
- Controlled costs for essential travel by securing preferred vendor relationships for travel and lodging, with ~5-10% discounts
- Conduct assessments and establish use cases for organizational **Artificial Intelligence** policies
- Expanded **Alliances** through strategic relationships, including:
 - MOUs with ISAPS and Islamabad Regional Health Authority, opening new markets and audiences
 - New initiatives with DHA (Dubai) and MOH (UAE), bringing 2,000 new centers online, enhancing education, and collaborating on adverse event investigations
 - Research collaboratives with Harvard and University College London, producing nine journal articles, dozens of media articles, and 15 abstracts or educational presentations
 - Outreach collaborations with organizations such as AADB, AAPD, AANA, the Aesthetic Society, ASA, ASPS, Orbis International, OOSS, and SAMBA to present to new audiences on safety, practice management, and patient education
- Commissioned seminal patient **research** to quantify decision drivers and the impact of safety messaging and education
- Initiated **market analysis**, which led to a rebranding, including new communication positioning as a thought leader
- Earned first invitations to the APSF, ASC Quality Collaboration, and Agency for Healthcare Research and Quality's Director's Roundtable on Patient Safety, and to lecture at Levy Mwanawasa Teaching Hospital in Lusaka, Zambia
- Established MENA presence and became the market leader for accreditation in Dubai, with dramatic expansion planned for 2026
- Expanded **Member value** with new educational capacity to grant CME and a new professional certification program
- Launched QUAD A Now: A Global Accreditation Podcast – for patient education and market outreach
- Oversaw new program development to expand the market reach of safety programs
- Expanded charitable giving, fundraising, and pro bono services
- Implemented EOS – management operating system for improved performance and scalability
- Managed government agreements and relationships, including collaborative agreements and enforcement actions
- Conduct legal review and build risk strategies with outside counsel

Chief Operating Officer

- Implemented revisions and automation to data collection program, resulting in improved compliance and accountability
- Developed the professional capacities of 18 direct reports, including management staff
- Controlled the financial health of the organization and approved expenses
- Led QUAD A initiatives to the Department of Commerce’s SABIT Program for Eurasian healthcare leaders and the Department of State’s International Visitor Leadership Program for the Dominican Republic Health Ministry

Aug 2017 – Jan 2018

Director of Accreditation, Legislative & External Relations

- Managed compliance with government agencies and external certifying bodies
- Oversaw investigative and hearing processes
- Navigated multi-year federal audit

Jan 2013 – Aug 2017

Director of Legislative & External Relations

- Synthesized performance and regulatory data into strategic actions, including technical innovations and new programs
- Assessed international markets and managed governmental relationships
- Analyzed, testified, and produced public comment regarding legislative and regulatory activity

June 2009 – Jan 2013

Greenberg Traurig, LLC

Global law firm with 38 offices and over 2,000 attorneys

Attorney – Corporate, Mergers & Acquisitions

- Conducted detailed investigations and risk assessments of target and acquiring companies
- Represented buyers and sellers in asset and equity transactions and complex mergers from \$30M-\$1.5B
- Drafted transaction contracts, ancillary agreements, and corporate organizational documents
- Guided clients through acquisitions, investments, divestitures, and restructurings including risk mitigation provisions

Jan 2018-April 2019

EDUCATION

Master of Business Administration (MBA) – Loyola University Chicago

Nov 2019

Juris Doctor (JD), magna cum laude- Loyola University Chicago

May 2017

Master of Arts (MA) – The University of Chicago

June 2007

Bachelor of Arts (BA), cum laude – Loyola University Chicago

May 2005

OTHER ACTIVITIES

College Bound Opportunities, Riverwoods, IL
Board Member

2021- Present

Play a vital role on key committees to grow the organization’s donor base and increase college access for low-income first-generation college scholars. Leveraging educational focus to conduct course planning and deliver **Career Prep Committee** curriculum. Employing strategic vision and community engagement experience to cultivate new funding sources through **Young Donor Task Force**. Leveraging legal training and experience to revise bylaws on the **Governance Task Force**.

Publications

725 Delphi consensus to improve patient safety in the aesthetic injectables market: consensus, controversies and the 5Ps framework. British Journal of Surgery 111, 163-165 (2024).

UK esthetics associations: A robust safety net or credibility accessories? Journal of Plastic, Reconstructive & Aesthetic Surgery 84, 521-530 (2023).

Profiling UK injectable aesthetic practitioners: a national cohort analysis, Journal of Plastic, Reconstructive & Aesthetic Surgery 86, 150-154 (2023).

Messaging Safety as a Value in Patient Choice, Aesthetic Surgery Journal 42 (11), 1353-1356 (2022).

Assessing Your Clinic’s Risk, Aesthetics 8 (10), (2021).

Patient Recourse in International Healthcare: Arbitration and Insurance for Self-Referred Patients, 27 Loy. Consumer L. Rev. 423 (2015).

Mandate for Accreditation in Plastic Surgery Ambulatory/Outpatient Clinics, Clinics in Plastic Surgery 40 (3), 489-492 (2013).