



RHONDA WILLINGHAM

TECHCXO PARTNER - FINANCE & OPERATIONS
INTERIM & FRACTIONAL CFO



RELEVANT EXPERIENCE

Executive Vice President, Marketing and Product Development, Avalon Healthcare Solutions – As the head of marketing and product development, Rhonda led product innovation that leveraged the company's lab science expertise to be the first company to digitize near-real-time lab results values and apply proprietary analytics to deliver actionable results to health plans and providers to ensure evidence-based treatment. She also created and executed the company's rebranding and new product go-to-market strategy, creating a pipeline of \$50M+.

Vice President, Business Development, New Century Health (NCH) — A provider of oncology and cardiology specialty care for over 5 million members with over 9,000 specialty providers. Rhonda developed strategic and full financial at-risk partnerships with health plans to drive improved clinical results and financial savings for their oncology and cardiology members. She expanded the pipeline by 200%.

Vice President, Digital Health and Innovation, Medecision – A digital care management company whose solutions and services are used by leading health plans and care delivery organizations to support more than 42 million people nationwide. As VP, Rhonda was responsible for driving the company's digital health strategy and the execution of strategic partnerships to drive Triple-Aim measurable results for jumbo, at-risk healthcare clients.

SVP, Sales & Marketing, VRI – Rhonda led sales, account, implementation, and marketing teams for this remote patient monitoring company. She delivered recurring monthly revenue (RMR) growth and developed, defined and launched “go to market strategies”, analysis, sales processes & lead generation in four distinct growth markets, including health plans.

In addition, Rhonda served as **EVP of Sales for Alere Health** (now Optum). She was also **SVP of Sales & Marketing for Gordian Health Solutions** (now Onlife), and **VP of Sales for CorSolutions** (now Optum). She began her career as an **Emory University Hospital Registered Nurse**, on a hematology oncology and bone marrow transplant unit.

PERSONAL STATEMENT

I'm an expert in designing and positioning effective population health solution sales and marketing execution plans and go-to-market launches for new products and/or markets.

During my 25-plus-year career in healthcare, I have partnered with healthcare providers, health plans, and employers to drive clinical and financial results while improving patients' health and lives.

I have successfully executed enterprise growth strategies that drove profitable revenue, especially with health plans, employers, and providers.

Understanding the client's needs has been key in leading teams in the areas of business development, marketing, product development, and client management for impactful results.

PRACTICE FOCUS

Revenue Growth

- GTM Planning & Strategy
- Product / Market Fit
- Target Marketing

Marketing Services

- Product Marketing
- Buyer Value Messaging
- Simplifying Complex Solutions
- Brand Building

Sales

- Account-Based Marketing & Sales
- Opportunity Management
- Sales Process Design
- Sales Methodology
- Sales Talent

EDUCATION

University of Florida, BS in Nursing

SECTOR EXPERIENCE

Healthcare Services

- Population Health Solutions
- Health Plans, Employers
- Value Based Care and Risk Models

Healthcare Technology Systems

- Care Management Systems
- Enterprise Systems

PROFESSIONAL AFFILIATIONS

Women Business Leaders of the US Health Care Industry Foundation (WBL); Break into the Boardroom; Health Information and Management Systems Society (HIMSS); Health Enhancement Research Organization (HERO); Care Continuum Alliance (CCA); Advanced Technology Development Center at Georgia Tech (ATDC).

Rhonda is a leading speaker at healthcare conferences.