Karen Posey

ENTERPRISE VALUE ARCHITECT

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At 38, when both of my parents were diagnosed with cancer within six months of each other, I knew I wanted to change the trajectory of my own family's life—my husband's, my two sons', and mine. That experience defined my lifelong purpose in wellness and transformation and set me on a path to focus my career on helping healthcare and MedTech companies translate innovation into enterprise value.

I've carried that purpose throughout my work: leading CareSource's first digital transformation, driving EMR adoption beyond goal at Misys, and serving as CEO of WoundAI, where I saw firsthand the challenges of commercialization and the gaps in patient care. On the front lines of innovation, I also served as an Executive-in-Residence at Rev1 Ventures and The Entrepreneur Center, advising more than a dozen MedTech, digital health, and life sciences companies on refining business models, building commercialization pathways, and preparing for scalable growth.

Today, through KP Strategies, I bring those lessons to boards and CEOs—aligning leadership, strategy, and execution so that innovations don't just get developed, but are adopted, reimbursed, and scaled into sustainable enterprise value.

TYPE OF BOARDS I'M SUITED FOR

- Privately held / Revenues $50-$750M
- Digital Health, MedTech, Managed Care & Payers, Life Sciences & Biotech, Healthcare IT & SaaS Platforms, PE-backed portfolio companies preparing for exit or IPO, and Defense-Health & Dual-Use Tech Firms

THE VALUE I BRING TO YOUR BOARD

- **Commercialization & Adoption –** Accelerate from validation to scale with repeatable go-to-market strategies for providers and payers.
- **Patient-Centered Bets –** Invest in innovations that deliver clinical and economic value—not just demo appeal.
- **Digital to Dollars –** Turn CRM, apps, AI tools, and devices into measurable revenue, retention, and utilization.
- **Regulatory & Reimbursement -** Align with FDA, payers, and value-based models to de-risk and speed innovation.
- **Operational Rigor -** Drive governance, interoperability, clinician adoption, and change management to prevent failures.
- **Boardroom Focus –** Anchor strategy to metrics that matter: revenue, margin, clearance timelines, sales cycles, and adoption curves.

SKILLS, KNOWLEDGE & EXPERIENCE

I bring a proven record of *enterprise value creation* and *growth acceleration*, having consistently delivered measurable results across industries and business models. At SARCOM, I increased service sales by 35% while reducing expenses by 50%, driving significant EBITDA improvement. At Geehan Group, I helped a Fortune 500 client avoid wasted product development while generating new revenue. Today, I guide CEOs on sharpening their focus to the two or three priorities that drive predictable growth and shareholder return.

With deep expertise in *digital transformation, commercialization, and organizational alignment*, I have led initiatives that turned investment into impact. At CareSource, I built the company's first Digital Strategy, CRM Roadmap, and consumer-facing app to support enterprise growth and engagement. As CEO of WoundAI, I refined market strategy and secured key partnerships, and at Misys, I expanded EMR adoption to more than 100% of goal. I have also advised a wide range of companies—from population health to digital wellness—helping them navigate commercialization, payer requirements, and value-based reimbursement models.

In the *boardroom*, I bring operational rigor, governance discipline, and a focus on metrics that matter: revenue growth, margin expansion, clearance timelines, and adoption/utilization curves. As a board member for Follow The Eyes and YWCA Dayton, I have provided oversight on CEO succession, fundraising, and enterprise growth strategies. I anchor discussions in patient-centered innovation, ensuring investments deliver both clinical outcomes and economic value while avoiding the common pitfalls of transformation.

BOARD EXPERTISE & ACCOLADES

Board Member
Follow-The Eyes, 2019-Present
Provide strategic oversight with a focus on **enterprise value creation**. Contribute expertise in *strategic decision-making, commercialization expertise, talent management, financial stewardship, and CEO succession planning*. Guide the board and leadership team in aligning commercialization and go-to-market strategies with long-term enterprise value outcomes.

Advisory Board Member
Together Digital, 2019-2021
Provided strategic guidance and oversight to shape programming that empowered women to excel in digital industries. Partnered with leadership to align initiatives with member growth, engagement, and industry impact.

Advisory Board Member
Life Enrichment Center, 2017-2020
Board Member for this Christian-based non-profit dedicated to servant leadership and holistic community transformation. Provided strategic decision-making, oversight, and marketing guidance to strengthen organizational impact and outreach, contributing to programs that address the holistic needs of individuals and create lasting community impact.

Board Member
YWCA / Domestic Violence Shelter & Rape Crisis Center, 2013-2016
Board Member for this leading non-profit dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all. Contributed on the *Strategy Committee, providing strategic oversight, governance, CEO succession planning, fundraising, and talent management* to advance the mission and ensure long-term sustainability. Supported initiatives focused on women's empowerment, racial equity, and community impact.

Certifications & Recognitions

- **NATIONAL ASSOCIATION OF CORPORATE DIRECTORS,** Member
- **PRIVATE DIRECTORS ASSOCIATION,** Member
- **50/50 WOMEN ON BOARDS,** Leadership Committee 2025-Present
- **DELOITTE WOMEN'S BOARD TRAINING,** Graduate December 2024
- **2025 TOP 50 WOMEN LEADERS IN BUSINESS CONSULTING & SERVICES,** Women We Admire
- **WOMEN IN BUSINESS ENTERPRISE NATIONAL COUNCIL (WBENC),** 2021-Present
- **WOMEN-OWNED SMALL BUSINESS (WOSB) Certifications,** 2021–Present
- **SYSTEM FOR AWARD MANAGEMENT (SAM),** 2020-Present
- **WE THRIVE DIGITAL PROGRAM,** 2023
- **CERTIFIED VISTAGE SPEAKER,** Vistage 2025
- **ENTERPRISE CERTIFIED COACH,** Wendy Kennedy 2018

Publishing | Podcasts

- **CEO's Playbook: Mastering Growth Challenges in Midmarket Companies,** Women in Motion on Business RadioX 2024
- **KP Strategies Podcasts**
- **12 Steps to Harmonize Marketing & Sales Growth,** Women in Motion 2024
- **Shoutout Colorado,** 2024
- **Healthcare's Loyalty Landscape,** Customer Strategist 2015

CHRONOLOGY & KEY MILESTONES

Chief Executive Officer & Managing Partner
KP Strategies, 2012-2013 & 2017 - Present
A management consulting firm that partners with CEOs, Boards, and Leadership Teams to transform innovation into measurable **enterprise value**. KP Strategies accelerates commercialization, scales adoption, and aligns leadership around the priorities that drive growth, margin expansion, and shareholder return.

Driven by my passion for healthcare, I also served as an Executive-in-Residence at Rev1 Ventures and The Entrepreneur Center, where I advised and mentored entrepreneurs in Healthcare, Life Sciences, Home Care, and MedTech. I leveraged my expertise to help start-ups refine business models, build commercialization pathways, and prepare for sustainable growth and investment. Representative companies include *True Concepts, iCareNetwork, NABR, Movement Genius, Celtein, Consumer Optix, Tempagenix, Theia, Wellvibe, iMedMD, Kadiri Health, MediTech Safe, RXConcile, Saarak Healthcare, and Align AI (Artificial Intelligence Governance tool).*

Chief Executive Officer
WoundAI, 2016-2017
Led this MedTech wound care company through its pivotal go-to-market phase, focusing on securing strategic partnerships and refining market strategy to position the business as an industry leader. Gained firsthand insights into *market timing, commercialization, and the challenges of scaling innovation in healthcare.*

VP, Strategy & Consumer Experience
CareSource, 2013-2016
Drove enterprise transformation at a $13B managed care organization, shifting from an "inside-out" to an "outside-in" strategy that strengthened consumer retention, accelerated market growth, and supported innovation in a rapidly expanding environment. Created the company's first Strategic Framework, established a Strategy Steering Committee, and delivered quarterly Environmental Scans to the Board—ensuring alignment of growth initiatives with market dynamics. Directed digital transformation efforts—including the first Digital Strategy, CRM Roadmap, and consumer-facing mobile app—tying adoption directly to revenue growth, retention, and utilization. Built the company's first B2C vision, engagement strategy, and voice of the consumer metrics, which improved consumer loyalty, informed product design, and positioned CareSource for scalable growth. Launched innovation teams, introduced CX training, and embedded consumer insights into continuous improvement, delivering measurable enterprise value and earning national recognition for advancing consumer-centered healthcare.

Senior Consultant
Geehan Group, 2009-2012
Partnered with Fortune 500 healthcare and technology organizations to align outside-in market insights with enterprise strategy, driving predictable, profitable growth. Advised C-Suite leaders on go-to-market, product, sales, and M&A strategies—avoiding wasted development and identifying three acquisitions that strengthened business models. Designed and launched the firm's Executive Sponsor Program, delivering measurable gains in retention, loyalty, and innovation, and authored a whitepaper that earned industry recognition through speaking engagements and publications.

VP, Sales
Agil IT, 2008-2009
Led sales team serving physicians and practice managers in the ambulatory healthcare space, building a scalable sales foundation. Accelerated growth by streamlining the sales cycle (nine to four steps), strengthening talent (new reps producing results in 90 days), and positioning Agil IT as a trusted IT partner.

Senior Manager, Sales Strategy & Productivity
Reynolds & Reynolds, 2006-2008
Recruited to drive a sales transformation from product-centric to solution selling in a 450-person national sales organization. Led a 17-member team, earning Manager of the Year recognition out of 300 managers. Designed strategies, tools, and coaching programs that improved sales performance, captured best practices, and increased productivity (BEST initiative), delivering measurable enterprise value.

Sales Director, Mid-Central Region
Mysis Healthcare (now Allscripts), 2004-2006
Recruited to expand market presence and resolve legacy service issues, I led an eight-person team across Ohio, Indiana, and Kentucky to accelerate Electronic Medical Records adoption and deliver sustained growth. By hiring and developing high-performing sales executives, I achieved an aggressive goal and ranked 4th of 17 regions. Recognized as a "Leader & Inspirer," I was one of five leaders selected to guide managers through a critical company transition—demonstrating my ability to drive revenue growth, strengthen market position, and lead organizational change that advanced **enterprise value**.

General Manager
SARCOM, 1997-2004
Recruited to provide vision and leadership to a team of 30+ managers, sales representatives, and engineers after a 10-month leadership gap. Delivered **enterprise value creation** by revitalizing new business development, resolving service revenue recognition issues, and transitioning the education business from public classes to solution-oriented client services. Increased service sales by 35%, reduced expenses by over 50%, and achieved the highest executive-level presence in branch history. Introduced the branch's first integrated Sales & Service meeting with executive participation, pioneered a barter arrangement to certify engineers (MCSE) that enhanced bench strength and created new revenue, and was nationally recognized as Best Practices Leader by peer General Managers for developing the top new business practice in the country.

EDUCATION

BACHELOR OF ARTS
Cum Laude, Communications
Capital University, Columbus OH

COMMUNITY INVOLVEMENT

- **MENTOR, Colorado Women's Chamber,** 2025-Present
- **GLOBAL CEO MENTOR**, Denver Economic Development Organization, 2023-Present
- **CEO JUDGE,** Colorado, TitanCEO, 2023-Present
- **COLORADO FORUM CHAIR**, Women Business Enterprise Council 2022-2024