

NEETA N. KIRPALANI

Charlotte, NC 28209

Healthcare Strategist

BUSINESS TRANSFORMATION • MARKET SHARE GROWTH

DEFINE, LAUNCH + DRIVE STRATEGIC/OPERATIONAL INITIATIVES. Pave the way with plans that capitalize on new markets and growth opportunities – resulting in growth, transformation and new market penetration.

TRUSTED BOARD + EXECUTIVE ADVISOR. Synthesize data, analyze and evaluate risk. Gain consensus for integration playbooks embraced as best practice, go-to-market roadmaps and recommendations key to long-term strategic planning.

LEAD TEAMS THAT PARTNER ACROSS AN ORGANIZATION. Leverage MBA and MPH acumen to expertly assess the impact of the evolving healthcare industry landscape.

STRATEGY + PROJECT LEADERSHIP EXPERIENCE

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AREAS OF EXPERTISE

Market Research/Analysis
Competitive Benchmarking
Performance Assessments
Strategic Planning
Process Improvement
Project Leadership
Data/Financial Analysis
Risk Management
Thought Leadership
Strategic Partnerships
Communications
Executive Presentations

NOVANT HEALTH

Charlotte, NC

Sept 2019 – Present

Identify and lead transformation opportunities across the three venues of care (acute, ambulatory & virtual), foster internal and external collaboration, and partner with leadership to drive growth initiatives.

STRATEGY MANAGER, DIGITAL HEALTH & ENGAGEMENT

- Created strategic plan for Digital Health focused on digital engagement, virtual health and new technology.
- Drive the execution of multiple large innovation projects by collaborating with internal & external stakeholders
- Developed an omnichannel strategy for customers and the creation of user-centered design practices.
- Responsible for large-scale change management initiatives and the development of performance outcomes used to measure impact and effectiveness.

NEETA KIRPALANI, LLC

Charlotte, NC

June 2017 - Present

Lead a healthcare consulting practice designed to help middle market B2B technology companies (\$10M-\$1B in revenue) grow and scale in healthcare.

PREMIER INC. (NASDAQ: PINC)

Charlotte, NC

2009–May 2017

Led strategy initiatives resulting in growth and transformation from private to public—elevating this healthcare improvement corporation's standing as an industry thought leader supporting 3750 U.S. hospitals and 130K providers.

GROWTH SNAPSHOT

Successful IPO | 30% Hospital Expansion | 34% Net Revenue Growth

CORPORATE STRATEGY + RESEARCH MANAGER (2014–2017)

Led cross-functional initiatives, articulated persuasive cases pertaining to complex and ambiguous issues, and conducted competitive assessments presented before Board and the Executive team.

- As a trusted leadership advisor, sought after to assess new market alignment with current capabilities, examine potential for existing market growth + outline go-to-market strategies to support recommendations.
- Led end-to-end planning for annual Board of Directors strategy retreat. Managed key corporate metrics and

sustained strong relationships with internal teams and company leadership alike.

CORPORATE DEVELOPMENT MANAGER (2012–2014)

Key member of team assembled to prepare company for September 2013 IPO. As integral contributor to IPO readiness assessment, evaluated KPIs and prepared analysis presented monthly to Auditing and Board of Directors.

- Supported IPO growth requirement by raising \$850M in new member purchasing volume within 12 months. Contributed to creation of growth and business development plans presented to Board and prospective lenders.

ECONOMIC PROJECTS MANAGER (2010–2012)

Led strategy that launched flagship publication—positioning company as an industry thought leader. Transformed 10-page niche paper into a 50-page publication providing industry insight. Circulated to >2500 U.S. Healthcare Execs.

INTERNAL CONSULTANT - PURCHASING PARTNERS (2009)

Earned distinction as one of 4 interns hired amongst hundreds of candidates from Top 40 MBA programs.

- Performed supply chain evaluation of Top 10 supplies critical during a health pandemic. Developed a vulnerability index for offshore supply chain practices, identified process gaps and recommendations to Executive leadership.
- Key member of team that prepared market analysis used for M&A decision-making, including strategic assessment of projected growth and barriers to entry and exit.

IMPACT AMERICA (formerly IMPACT ALABAMA)

Birmingham, AL

2005–2008

Spearheaded strategy + led projects that propelled this 4-year-old non-profit into growth mode; secured funds + resources, + expanded programs that addressed public health, education + financial literacy / tax preparation needs.

GROWTH SNAPSHOT

2X Service Expansion | 20% Operating Budget Increase | 10% Expense Reduction

PROJECTS MANAGER (2006–2008)

Increased operating budget 20% and increased vision screen capacity 2X via \$10M in funds secured as sole grant writer. Reduced annual spending 10% by instituting financial controls key to program budget and AP/AR oversight.

FOCUSFIRST COORDINATOR (2005–2006)

Oversaw operational logistics, trained 250 student volunteers, and managed community partnerships for vision screenings performed on 8K underserved children across the state of Alabama.

ADDITIONAL EXPERIENCE

HABITAT FOR HUMANITY | ACCOUNTING ASSISTANT | Asheville, NC

2003-2005

EDUCATION

M.B.A. ✦ Strategy & Operations | WAKE FOREST UNIVERSITY

2010

Master of Public Health (MPH) ✦ Health Behavior | UNIVERSITY OF ALABAMA AT BIRMINGHAM

2008

B.S. ✦ Biology | WAKE FOREST UNIVERSITY

2003

CERTIFICATIONS + LEADERSHIP AFFILIATIONS

Six Sigma Green Belt | Leadership Charlotte | Wake Forest Alumni Association | ACHE member | SHSMD member