

STRATEGIC INITIATIVES LEADER

Identifying and capitalizing on innovative business and revenue opportunities that deliver maximum revenue results.

Analytical, collaborative, and progressive Consultant and Transformational Leader with extensive experience developing and implementing game-changing business models and strategies to drive rapid growth for the Armed Forces, for profits, not-for-profits, and startups. Adept at digesting large amounts of data, swiftly synthesizing it, evaluating organizational impact and applying key insights for business success. Quickly establishes credibility with connections, decision makers and influencers. Creates and delivers compelling presentations to high level audiences. Builds and motivates high-performance, cross-functional work teams by employing dynamic leadership acumen, talent development programs, and applied coaching/training techniques. Flexes and functions with ease at the macro level of strategy and vision as well as the micro level of detailed improvements and implementations.

“Bob has been the engine behind several large, visible, and ground-breaking innovations in government, the military, and academia.”

Mike Bailey

“...Unwavering commitment, leadership, and dedication to advocate... patient safety and quality improvement.”

SSH Presidential Citation 2023

- P&L Management
- Budgeting, Forecasting & Cash Flow
- Strategic Planning
- Startups, M&A, Turnarounds
- Business Transformation
- Change Management
- Growth Strategies
- Leadership Development
- Strategic Partnerships
- Product Expansion
- Value Creation
- Business Development
- Simulations & Modeling
- Cross-Functional Collaboration
- Team Building & Motivation
- Coaching & Mentorship
- Contracting & Negotiations
- Program Management
- Information Management
- Project Management

Career Highlight

- *Steadily grew robust healthcare education programs, increasing AR 10% through leadership and innovation excellence.*
- *Secured \$8M healthcare and research innovation grant, building and testing critical digital patient data framework.*
- *Directed the Patient Safety Telesimulation Outreach Program into Congressional budget language in 2022 & 2024 and drafted the program plan for HRSA & DHS leadership.*
- *Grew funding 500% for the U.S. Marine Corps simulation training programs over 4 years, utilized to the present day.*

Professional Experience

EPICURAL, LLC. • NORFOLK, VA • 2016 to Present

A consulting services provider for startups.

OWNER & PRINCIPAL CONSULTANT

Support startups as a Subject Matter Expert and Trusted Advisor, delivering pragmatic and holistic solutions to complex revenue, organizational, and leadership challenges.

- Analyze, road map, and execute strategies, escalating human performance, market share and models of success.
- Launched products with seven startups in multiple industries.
- Diversified opportunities within the business.
- Authored, prioritized, and tracked processes and key metrics to guarantee growth.
- Envisioned with stakeholders, determining resources needed and motivating internal champions of change.
- Enhanced operational efficiencies strategically and tactically.

EASTERN VIRGINIA MEDICAL SCHOOL (EVMS) • NORFOLK, VA • 2012 to Present

A training company providing certifications and training in the healthcare field.

EXECUTIVE DIRECTOR OF SENTARA CENTER FOR HEALTHCARE SIMULATION & IMMERSIVE LEARNING

• 2016-Present

In charge of the complete healthcare simulation programs across the US, providing technical training for nursing, PA, SP, and medical schools. Established American Heart Association life support programs, training 35K/yr. Leads a team of 140, providing 60K training hours to 10,000 learners.

- Turned around the business during the crisis of Covid, creating new processes and scheduling systems. Trained employees in modernized and safe methods, increasing efficiency of workflow.
- Designed and implemented 700 courses tailored to meet the needs of 95+ colleges and hospitals, reducing staff workload and increasing quality of curriculum/courses, creating value for learners. Developed new initiatives and executed sustainable medical training programs.
- Partnered with external commercial partners, strengthened operations, and escalated revenue.
- Consulted for multiple companies, designing and improving critical healthcare products and services.
- Increased the valuation of etrainetc.com two-fold through business development.
- Elected President of the Society for Simulation in Healthcare by international membership, improving performance and reducing errors throughout all healthcare professions.

DIRECTOR OF CORPORATE OUTREACH • 2015- Present

Member of the Senior Research Committee, creating collaborative opportunities to develop technology with companies. Honored as the first leader in the role. Perform as the high-level voice of the school, discussing capabilities and partnerships.

- In charge of the complete system for technology transfer in a new initiative- EVMS Research Greenhouse, revitalizing commercially focused translational research.
- Operated as a Co-Lead of the Patient Safety Working Group of the National Training and Simulation Association, creating a national hub and spoke delivery model for patient safety education, drafting language for Congress, and acquiring project funding. Authored and presented a detailed plan to Congressional leaders and the Health Resources and Services Administration.
- Improved tech transfer process to include building strategic partnerships and launching commercial start-ups to strengthen research, protect intellectual property, generate revenue, and guarantee a competitive edge.
- Gathered competitive and industry intelligence through regional and state-wide business development activities.

BOOZ ALLEN HAMILTON • NORFOLK, VA • 2008 to 2012

A DoD consulting company

LEAD ASSOCIATE

Solved Armed Forces readiness problems through modeling, analysis, and simulation as an embedded consultant.

- Utilized data-driven decisions and processes, modifying Air Force detection of critical threats.
- Identified gaps, assessed needs, and enhanced operational and strategic capabilities of all clients.
- Provided analytical insight and support to the Navy's Continuous Training Environment, the largest synthetic training network in the world. Supervised budget of \$80M for synthetic fleet training for the United States Navy.
- Led team at the Air Force Command and Control Integration Center, building ballistic missile defense model to detect and engage 100% of missile threats in theater.
- Procured individual multi-million-dollar contracts to support the Navy, Marine Corps, and Air Force clients.
- Engineered five tools improving modeling and simulation analytical capability for the Armed Forces.
- Performed as the Chairman of the 2010 Modeling and Simulation World Conference and Expo.

Early Career

VIRGINIA MODELING, ANALYSIS, & SIMULATION CENTER • DIRECTOR OF TECHNOLOGY

MILITARY • LIEUTENANT COLONEL, UNITED STATES MARINE CORPS, QUANTICO, VA

Marine Corps' 1st modeling and simulation officer. Awards: Legion of Merit • Meritorious Service Medal • Navy & Marine Corps Commendation Medal X2 • Navy & Marine Corps Achievement Medal x2 • Service Medal National Defense Service Medal x2 • Armed Forces Expeditionary Medal (Somalia) Global War on Terrorism

Education

U.S. NAVAL POSTGRADUATE SCHOOL • MASTER OF SCIENCE, COMPUTER SCIENCE

U.S. NAVAL ACADEMY • BACHELOR OF SCIENCE, GENERAL ENGINEERING