

Jeffrey L. Winter

24 Forest Club Drive
Chesterfield, Missouri 63005
314-761-5764
winterjeffrey@att.net
linkedin.com/in/winterjeffrey1



Qualifications Summary

Experienced high-energy leader with over 25 years in senior leadership roles. Responsible for the development and implementation of sales and marketing strategies through multiple channels internationally. Experience includes senior management, change agent role, management of sales / business development, merger & acquisition, client retention, marketing, public relations / communications, lobbyist activities, product & service development, and operations within service industries. I can apply both strategic and tactical skills with the ability to execute on objectives to drive change within an organization as well as revenue growth and profitability. My experience includes working within start-ups, private equity owned businesses, and large global Fortune 1000 environments.

Employment History and Managerial Experience:

2020-2023 **GAPS Health** – Start-up medical group focussed on Post-Acute Care. Mission is to enhance and improve the efficiency and effectiveness of physicians across the post-acute continuum and improve outcomes. Operating in 15 states with licensure in 43. Approaching 175 clinicians. Dallas, Texas

SVP – RESPONSIBILITIES INCLUDES SALES & MARKETING, M&A, STRATEGIC PARTNERSHIPS, HR, OPERATIONS, RECRUITMENT, AND COMPLIANCE

- Record growth, doubled revenue to \$25M in with positive EBITDA from 2021 to 2022
- Daily responsibilities include keep executive team focussed on wildly important goals (WIGS), running the kickoff and close-out meetings for the week, and keeping the team accountable
- Implemented Brand Identity and Web Refresh
- Developed Recruitment Strategy

2016-2020 **NewGround International** – (Revenue of \$110M) an international, award-winning architecture, design, and delivery firm, providing dynamic, experiential, market-driven environments. For more than 100 years, NewGround has led the way in financial institution design. Chesterfield, Missouri

SVP OF SALES & MARKETING

- Doubled the sales team to create succession and new business growth model.
- Rebuilt Marketing and Sales teams for next evolution in the company's history.
- Managed sales and marketing, public relations, and communications
- Managed Contracts and Proposal Management functions
- Created client for life program, CARE assessment model to better serve our clients.

Overall client satisfaction improved from 83% to 94% in 2018.

- Defined new purpose statement and core values
- Implemented Brand Identity and Web Refresh
- Grew social media platform by over 300%.
- Record years of new business revenue - \$110M for 2018, growth of 66%, \$100M for 2019

2014-2016 **IPC Healthcare (Now Team Health)** – (Revenue of \$800M), is a leading national acute hospitalist and post-acute provider group practice company. IPC Healthcare's affiliated physicians and other clinical providers practice in over 400 hospitals and 2,000 post-acute care facilities. North Hollywood, California

SVP OF SALES & MARKETING

- Created cultural change to stabilize and grow the top line of a 20-year-old company, whose growth was solely based on acquisition growth
- Managed sales and marketing, public relations, communications, IPC TV
- Created client for life program to stop revenue leakage of client related losses focusing on the top 100 revenue related clients
- Re-branded the company from IPC the Hospitalist Company to IPC Healthcare
- Defined and worked with executive leadership to create a mission / purpose statement and core values
- Launched social media including Glassdoor, Twitter, LinkedIn, Facebook, YouTube, and Google+
- Successful retention through rebids and new revenue of \$140M for 2015
- Reduced expenses by \$120,000 in my first six months
- Participated in the integration of IPC with TeamHealth, merger effective 4th Q 2015
- Record number of acquisitions (24) and a record year of acquired revenue estimated at \$95M for 2015
- Increased new and expanded contracts by double of the previous year, record high

- Closed largest system contract in the history of IPC, 84 hospitals
- Led Post-Acute business strategy, resulting in a 180% growth / penetration to 2,000 locations

2012-2014 **the power of three** – a consulting firm founded by Jeff Winter on the principle that all businesses exist to produce results, but when a business also focuses on growing its people and developing leaders, the success and growth of the organization can be exponential. St. Louis, Missouri

PRESIDENT

- Created trusted advisor role – an “accountability partner” –to listen intently, offer perspective, challenge current thinking, and provide encouragement to clients
- Developed entrepreneurial model for business owners to evaluate mission, vision, values, leading indicators, standard operational processes, milestones/celebrations, issue management, and people (right people / right roles)
- Clients include companies with revenues from \$2.5M - \$2B
- Human Resources – Performed retained search efforts for COO & CIO, including on-boarding
- VP of Marketing Role – Developed marketing and branding infrastructure, as well a, hiring a marketing director to sustain efforts
- Coached national speakers to enhance presentations
- Guest speaker – Networking, Innovation, Strategic Planning, & Vision Casting
- Promotional specialist for The Global Leadership Summit - world-class leadership event experienced by more than 170,000 leaders around the world, 300+ cities, 92 countries—and translated into 42 languages. This event is crafted to infuse vision, skill development and inspiration.

2009-2011 **CORRECTIONAL MEDICAL SERVICES / CMS**

(Now Corizon), Revenue of \$1.4 billion, the nationwide leader in the provision of correctional healthcare services (Private Equity Owned – Beecken, Petty O’Keefe, Chicago, IL) St. Louis, Missouri

VICE PRESIDENT OF NEW BUSINESS DEVELOPMENT / MEMBER OF THE EXECUTIVE MANAGEMENT TEAM (SALES & MARKETING)

- Created cultural change to stabilize and grow the top line of a 30-year-old company, whose proposal success was zero for 28 in the previous 18 months
- Managed sales and marketing, public relations, lobbyist activities, communications and government affairs
- Increased new business by \$103M

- Successful retention through rebids of \$210M
- Reduced expenses by \$600,000 in my first year
- Integrated CMS and PHS to form Corizon, moving the St. Louis headquarters to Nashville, Revenue of \$1.4 billion at merger

2001-2009 **KPMG, LLP**, National Healthcare & Pharmaceutical Practice
(Revenue of \$1B+) St. Louis, Missouri

CHIEF OF STAFF /DIRECTOR OF THE KNOWLEDGE CENTER /DIRECTOR OF INDUSTRIES

- New product development and tactical execution of new industry revenue streams (biotechnology & payor segments)
- Managed healthcare micro-site channel for both the external and internal markets (knowledge management – education)
- Landed significant new clients for the firm including Express Scripts, Kaiser, and Centene
- Driver of the National Practice business development efforts
- Director of Industries (translating success in healthcare to all industry platforms)
- Incubation of consulting practice, commercialization of advisory service line (Records Risk Management) A.G. Edwards
- Corporate Coaching in proposal development, oral presentations, and effective board room communication (best practices)
- Lead soft skills development (leadership and sales development)

1989-2001 **HEALTHDYNE / MATRIA (Now ALERE)** St. Louis, Missouri

AREA VICE PRESIDENT /REGIONAL VICE PRESIDENT

- Start-up experience - grew revenues to \$160M, managed operations which included sales & marketing, managed care, clinical, human resources, and administration
- St. Louis Office named "Fastest Growth Office in the United States"
- RVP of the Year, President Club
- Development of evidence-based medicine model for outcome management
- Full P&L responsibility

1982-1989 **WYETH LABORATORIES (Now Pfizer)** St. Louis, Missouri

HOSPITAL REPRESENTATIVE – MANAGER / PHARMACEUTICAL SALES - MANAGER

- Promoted to Natology Division, Specialty sales
- Management fast track program, M.B.A. sponsored

- Converted largest birthing hospital in the Midwest to our formulary
- Lead innovative solutions for conversion of product rotation

Education & Qualifications

2007 Washington University, Olin Business School
Post Graduate Work in Marketing & Strategy (Blue Ocean)

1988 Webster University, St. Louis, Missouri
MBA – Finance

1982 Westminster College, Fulton, Missouri
Economics Business Administration (EBA)
Minors in Chemistry, Mathematics, and Computer Science

Corporate Citizenship

Jeff is a native to St. Louis and has been deeply involved in giving back to the community. He has been actively involved on the boards for the March of Dimes, and SIDS resources. Jeff was the School Board Chairman for St. Johns Lutheran School (A nationally recognized Blue Ribbon School). Jeff is also a member of FAB 10 (Faith & Business) and leads their leadership sessions. Jeff has led the development board for BreakDown STL; BreakDown educates, equips, and empowers teens to make positive life choices regarding relationships, sex, alcohol, drugs, bullying, self-harm, and suicide by providing culturally relevant preventative health education. Jeff has also worked with the Albert Pujols Family Foundation in the Dominican Republic in Batey Aleman and led a team in the building of kit homes, a church, and a baseball community environment for young men. His love for leadership and helping others has held him in the highest regard among his colleagues.