

Cian C. Robinson

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SENIOR STRATEGY, DEVELOPMENT, INNOVATION, AND INVESTMENT EXECUTIVE

25-years of experience in management, strategy, investment, innovation, and leadership within both large, complex corporations as well as small, entrepreneurial companies. Specialties include implementation of strategies that take concepts from idea to implementation, to goal achievement, and finally organizational impact. Entrepreneurial leader within the healthcare, information systems/technology, and nonprofit spaces. Expert at building and nurturing teams, partnerships, and coalitions.

RESULTS

- Structured and created an innovation department and company within McLeod Health, a \$1.8B health system in SC.
- Designed and implemented two Healthcare Innovation Funds for Lafayette General Health (now Ochsner Lafayette General), a \$1.1B health system in LA.
- Formed \$50M opportunity zone fund to create a vehicle for capital infusion into the redevelopment of Ochsner Lafayette General's main campus as well as the investment in healthcare companies. • Designed, created, and implemented a new model for real estate investment and development within Ochsner Lafayette General. Initial project was the acquisition and remodeling of a \$9M medical office building designed to support an orthopedic hospital.
- Created and built a Foundation for Ochsner Lafayette General. Took the Foundation from minimal monies raised annually to over \$3.0M per year in a 4-year period.
- Developed and raised over \$150M in contracts, investments, and philanthropic monies over a 15+ year period for clients of Robinson Ventures, LLC, a management consulting company.
- Known to have the unique capability of identifying business challenges and creating and implementing solutions that have profound and lasting impact on an organization.

Professional Experience

President and Founder, Robinson Ventures, LLC (10/1/2002 – Present)

Robinson Ventures, LLC is a management consulting firm whose areas of concentration include strategy, development, innovation, and investment in healthcare and higher education. Robinson Ventures' clients have experienced positive ROIs on every engagement which have resulted in new revenues, cost savings efficiencies, and investments.

Vice President and Executive Director – Innovation (10/12/20 – 11/19/21), McLeod Health (MH) Chief Administrative Officer (3/1/21 – 11/19/21), McLeod Health Innovation

MH Vice President and Executive Director of Innovation (Chief Administrative Office of MHI) is responsible for providing executive oversight and leadership in identifying and executing innovation opportunities, developing, and implementing the organization's strategic plans, and establishing and managing a portfolio of innovations that distinguish and create value for McLeod Health System and its partners. Collaborating directly with the Chief Executive Officer and Senior Management team, this individual plays a critical role in helping achieve growth and revenue diversity goals.

Major Responsibilities

- Lead a systemic, coordinated approach in identifying, responding to, and evaluating innovation opportunities that support growth, create value for consumers and purchaser partners, and diversify revenue sources.

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- Facilitate the negotiation of strategic innovation partnerships in collaboration with other executive leaders, which advance growth and aligned with the organization's mission and culture.
- Provide consulting input to growth initiatives for current products, including providing market and performance analyses in coordination with senior leadership.
- Partner in the enhancement of the organization's decision support capabilities for business development, strategic planning, and innovations in a manner that incorporates external and internal data analyses.
- Hire, supervise, coach, and evaluate the Innovation team.
- Design, implement and oversee a coordinated, enterprise-wide approach to innovation strategy development.
- Facilitate the structure and process to implement innovation strategy through MH.
- Lead development of objective measures of success for strategic innovation initiatives, including establishing "life cycle" criteria, standards and processes for ongoing evaluation and improvement of initiatives.
- Coordinate the monitoring and reporting of innovation portfolio performance for the Board, leadership, Senior Management, and all employees.
- Provide executive leadership in enhancing the organization's development and deployment of innovations that advance growth and distinguish market position, including establishing a structure, budget, and processes to coordinate cross-functional efforts.
- Ensure the organization effectively defines and articulates the company's innovation strategies to internal and external stakeholders.
- Collaborate with the Senior Management and specifically, the Human Resources team, to develop and implement initiatives that foster a companywide culture of innovation, focusing both internally and externally.
- Identify governmental, foundation, and private sector-based funding sources to support MH Innovation.
- Work to establish the MH Venture Fund, a venture capital fund designed to make investments in start-up and growth-oriented healthcare companies that support MHS mission, vision, and operations.
- Once established, manage fund pipeline, due diligence, investment processes, operations, and portfolio companies.

Executive Director – Innovation, Research and Real Estate Investments (8/1/18 – 9/30/20) Executive Director – Ochsner Lafayette General Foundation (8/1/14 – 7/31/18) Ochsner Lafayette General (OLG)

The Executive Director, under the direction of OLG's CEO and a Board of Directors, is responsible for the overall planning, implementation, and oversight of establishing philanthropic, innovation, research, and real estate enterprises for OLG. The Executive Director leads the formation of a traditional hospital foundation to enable philanthropic funding streams that can fund OLG's innovation and investment enterprises as well as engage OLG employees in identifying innovative ideas which facilitate the onboarding and analysis of innovation through pilot projects with the goal of improving operations at OLG. The Executive Director leads the establishment of angel/venture and real estate investment funds for making investments in startup companies and properties with the goal of generating long-term sustainability for OLG. Accomplishments to date have included:

- Established Healthcare Innovation Fund (\$3M) and Healthcare Innovation Fund II (\$10M) to invest in digital health companies that focus on system-level big data/deep learning, back-office automation, patient experience, and quality outcome solutions.
- Established the LGF Real Estate Investment Fund (LGFREIF):
 - Fund focus is properties that complement facilities of OLG and to further the goals and objectives of OLG.
 - All properties purchased by LGFREIF were leased to OLG at market rates. OLG will then sublease the properties while maintaining its 100% guarantee of the leases for the benefit of investors.
 - Target a 9-12% return on investment (ROI) with an initial 10% contribution of the amount invested

earmarked for LGF. Blue ocean strategy which allows LGF to approach potential donors not only regarding a traditional philanthropic donation, but also an opportunity to receive a reasonable rate of return.

- First program that allows the community to directly invest in OLG, their community-owned, nonprofit hospital system.

- Established the Lafayette General Health Opportunity Zone Fund (OLGOZF, \$50M):

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- Worked with local and state representatives/delegations as well as economic development professional officials to advocate for the inclusion of OLG Main Campus in an Opportunity Zone census track.
- Opportunity Zones are a new community development program established by Congress in the Tax Cuts and Jobs Act of 2017 to encourage long-term investments in low-income urban and rural communities nationwide.
- Formed \$50M OLGOZF to create a vehicle for capital infusion into the redevelopment of OLG Main Campus real estate as well as the investment in healthcare companies within the Opportunity Zone. Complimentary fund to LGFREIF and HIFs.
- Established a Research Division within LGF. This included:
 - Grant making.
 - Clinical trials.
 - Device trials.
 - Creation of an internal research review committee with representation from all OLG departments.
 - Creation of system-wide research policies and procedures.
- Created all aspects of a traditional hospital foundation including:
 - Major events (7 per year, each customized for the respective hospital within the health system). Signature event is “Healthcare Heroes of Acadiana” which raises \$400K-\$450K per year. ○ Establishing Planned Giving, Major Gifts, Capital Campaign, Grateful Patient, and Employee Giving Programs.
 - Grant making.
 - Memorial campaigns.
 - Stewardship/Donor Management.
 - Obtaining a 501(C)3 status for the Lafayette General Foundation in 2016, becoming the first foundation for the 110+ year-old Lafayette General Health System.
- Created and chaired OLG’s Social Determinants of Health working committee. Through the committee, a \$100K grant was received from the LA Blue Cross and Blue Shield Foundation to establish Beacon Community Connections, a program that mitigates social determinants of health via non-clinical case management. A three times reduction was seen in gross charges dropped by the health system for patients enrolled in the Beacon Community Connections program.

Director, Center for Business and Information Technology (CBIT)

Site Director, Center for Visual and Decision Informatics (CVDI)

University of Louisiana at Lafayette (10/1/12 – 7/31/14)

Senior manager responsible for leading CBIT and CVDI both of which are premier applied research centers at UL Lafayette. Focus of the centers is the development and implementation of enterprise software systems, solutions, and innovations. A significant amount of funds for these centers are self-generated through the development and successful execution of grants and contracts. Was responsible for the support of both research and software development components of the centers by responding to funding opportunities from federal, state, and private sector agencies/corporations. Execution of projects by working with core staff as well as consulting with researchers, government, and industry stakeholders/clients were key accountabilities.

Executive Director, InfoTech Niagara (now InfoTech WNY), Buffalo, NY (2000 – 2002)

InfoTech Niagara is a trade association of information technology companies located in the eight western counties of New York State. Responsibilities centered on completing this objective through member growth, workforce development, event programming/networking, government relations, marketing, and business development.

Chief Information Officer, Buffalo Niagara Partnership, Buffalo, NY (1999 – 2000)

As Chief Information Officer (CIO) of the Buffalo Niagara Partnership, it was my responsibility to help guide the organization toward its goals, specifically as it related to information technology, telephony, research, operations, internships, and special projects. This required leadership at many levels. From forming and guiding the internal teams necessary to defining business processes, to representing the Partnership on external policy matters the CIO was a highly visible position, accountable to six departments, four affiliates, the CEO/President and a 70-member board of directors.

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Professorial Experience

Adjunct Professor, Business, Coker University, Hartsville, SC (2020 – Present) Adjunct Instructor in the College of Business teaching 500 level courses.

Adjunct Professor, Business, University of Louisiana at Lafayette, Lafayette, LA (2012 – 2020) Adjunct Instructor in the B.I. Moody III College of Business Administration. taught 200 – 500 level courses.

Education

- University of Louisiana at Lafayette: **Pursuing Ed.D. in Leadership (63 credit hours completed)** • Carnegie Mellon University, Pittsburgh, PA: **M.S. in Public Management and Policy (1994)** • Saint Vincent College, Latrobe, PA: **B.S. in Mathematics (1991)**

Community Involvement

Boards of Directors and Affiliations

- CASA of South Louisiana (Past Chair, Executive Committee)
- CASA of Louisiana (Board Member)
- United Way of Acadiana (Executive Committee)

Awards

Leadership Louisiana, Class of 2017: Run by the Council for a Better Louisiana (CABL), CABL identifies and trains Louisiana leaders offering participants a better understanding of the challenges facing LA and the solutions that can help move the state forward.

Silicon Bayou 100, 2016, 2017, 2018 & 2019: Annual list of the 100 most influential and active people in tech and entrepreneurship in Louisiana over the last year. Named recipient in 2016 & 2017.

LEAD Virginia, Class of 2008: LEAD VIRGINIA connects diverse leaders to promote a statewide perspective about the quality of life in the Commonwealth. Participants in this educational forum grapple with challenges, opportunities and key issues facing the Commonwealth. LEAD VIRGINIA stirs the knowledge, understanding and leadership capacities of participants to LEAD VIRGINIA toward a better future.

2006 Amherst Chamber of Commerce Small Business Champion Award: Awarded to an individual who promotes small businesses beyond the call of their professional duties and responsibilities.

2005 40 Under 40 Award: Given to those individuals, under the age of 40, who are Western New York's up and coming leaders.

2004 Pathfinder Award: Given to those who promote excellence in education via strategic partnerships between education and industry.

Entrepreneur Next Wave 2003: Awarded by the Upstate Alliance for Innovation, a collaboration of 3 Universities: Rochester Institute of Technology (RIT), State University of New York at Buffalo (UB), and University of

Rochester (UR). The Award was funded through a National Science Foundation (NSF) grant. The mission of the Award and the Alliance was to create a regional community of innovators to function as accelerators for commercialization of their discoveries and technologies, energizing upstate New York and strengthening the economy.

Leadership Buffalo, Class of 2000: Leadership Buffalo develops existing and emerging leaders from diverse backgrounds and perspectives to increase their knowledge of community issues, broaden their vision, and enhance their individual and collective ability to lead.