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## SUMMARY OF EXPERIENCE

### **Venture Valkyrie Consulting, LLC, Mill Valley, CA**

January 2014-current

*Healthcare-focused consulting firm*

#### Managing Partner

Consultant to large companies, venture capital/private equity funds and not-for-profits in the areas of healthcare IT/digital health and healthcare services, and where these categories intersect with medical devices, pharma and consumer health. Advisory services focus around corporate strategy, corporate venture and innovation initiatives, business development and digital health partnership strategy, as well as various special projects that advance client's growth, market and brand opportunities (e.g., new company formation, corporate development).

### **Psilos Group Managers, LLC, Corte Madera, CA & New York, NY**

August 1998-January 2014

*Healthcare-focused venture capital and growth equity firm*

#### General Partner

firm started in 1998 and I established and ran the West Coast office throughout three funds and was a key participant in fundraising, LP relations and on the investment committee. Responsible for identifying, structuring and managing venture capital and growth equity investments in healthcare IT, medical device and healthcare services sectors and for serving as a board member and advisor for Psilos portfolio companies, including Angioscore, Patient Safe Solutions, OmniGuide, InSoundMedical, Definity Health and others. Served as acting CEO of portfolio companies at times and served as Chief Marketing Officer and spokesperson for the firm.

### **Merit Behavioral Healthcare Corp., Park Ridge, NJ**

November 1989-April

*Managed healthcare company specializing in behavioral healthcare insurance.*

*Note: I joined the company as an early stage start-up and was instrumental in its growth to over 35 million beneficiaries and \$800 million in annual revenue and ultimate exit to Magellan Health for \$800 million.*

#### Senior Vice President and General Manager, Pacific Region Operations

Operational and P&L responsibility for all facets of managed behavioral healthcare program delivery to customers and covered members in the company's Pacific Region, which includes California, Hawaii, Nevada, Washington, Oregon and Alaska and services 2 million covered lives. Areas of responsibility included provider network development and management, clinical services and case management, telephone and MIS systems, member and customer service functions, financial management and human resources, as well as business development and sales for the region.

#### Senior Vice President and General Manager, Public Sector Division

National responsibility for marketing/sales, strategic planning, product development and new business implementation oversight for the public sector marketplace, which included programs for state government employees, as well as Medicaid-eligible, indigent and related government-funded entitlement programs. Successfully developed this business unit from nothing to approximately \$300 million in annual revenues.

#### Senior Vice President, Marketing

National responsibility for all marketing, product development/management, sales support, account services (after-sale customer support) and corporate communications programs. Participated on Executive Committee and Strategic Planning Committee. Perform sales management functions relative to large key accounts, primarily in state government, Medicaid and other public sector market areas. Participated in development of company's acquisition strategy and the integration of multiple acquired firms. Served as primary company spokesperson and supervised all corporate and local public relations and lobbying efforts, including development of marketing and program related (beneficiary) materials.

#### Vice President, Marketing and Sales

National responsibility for all facets of marketing and new business development to the insurance and government industry segments and all corporate communications activities for the Medico Behavioral Care subsidiary. Responsible for marketing, sales, contract negotiation, development of co-marketing/resale agreements, proposal development, and

ongoing account team/customer service program development. Participated on company's initial public offering team and responsible for managing subsequent financial relations activities in conjunction with chief financial officer.

#### Director of Marketing

Joined company as member of early (start-up) management team. Responsibilities included management and implementation of sales support activities, including presentations, proposal development, after-sale customer service, ongoing customer account management, and new business development. Developed company's marketing department from ground-up, including establishment of company's first corporate communication plan and department. Corporate communications responsibilities included public relations, lobbying, and marketing materials development.

#### **INGRES/Relational Technology, Inc.**, Alameda, CA

November 1988-November 1989

*International developer and vendor of relational database software and services*

#### Product Manager

Worldwide responsibility for marketing and development of the company's line of UNIX PC software products (\$4 million business) including: developing overall business planning and marketing strategy for the company's UNIX business unit (\$40 million business); defining product design, packaging, manufacturing and distribution requirements; developing product positioning and sales training and support; public relations, advertising, collateral, and devising product pricing and sales promotion strategy; planning and implementing new product launches; initiating third party relationship and negotiating contracts with companies such as AT&T, DEC, Oracle and others. Directed the company's first launch of a mass marketing/retail product (Open Desktop).

#### **X/OPEN Company Limited**, San Francisco, CA

December 1987-November 1988

*International computer industry standards-setting and lobbying consortium*

#### Director of Market Development

Worldwide marketing and sales responsibility for independent software vendor and hardware manufacturer programs as well as responsibility for all U.S. Fortune 500 user programs, marketing communications and publishing activity. Developed and directed co-marketing and sales training programs with X/Open member companies and managed the involvement and education of non-member hardware manufacturers. Directed Software Partners Program for 3rd party vendors. Called on Fortune 500 and Federal Government to promote adoption of X/Open as corporate procurement standard. Developed and managed channels between user software markets and X/Open engineering/product development activity. Served as corporate spokesperson and managed media and financial communications activity in U.S. Directed X/Open Software Advisory and Corporate User Advisory Councils.

#### Manager, U.S. Government and Industry Relations

Established and directed all marketing programs involving the U.S. government, Fortune 500 users, and major computer manufacturers. Wrote business plans and devised strategy for product and market development. Acted as liaison between buyer/supplier communities and engineering department in the development of new programs. Created and led X/Open federal advisory council and corporate user council. Managed educational seminar programs and major marketing events targeted toward users and computer vendors. Oversaw the development and coordination of co-marketing programs with member companies and lead the training of member company sales/marketing staffs. Wrote corporate collateral and editorial articles. Created corporate mailing list and organized direct mail program.

#### **Regis McKenna, Inc.**, Palo Alto, CA

August 1985-December 1987

*International high technology marketing/public relations firm*

#### Senior Account Executive, Account Executive

Directed and implemented overall marketing and public relations strategy for firm's third largest account. Managed account staff, day-to-day account operations, and developed and administered government and commercial user relations programs for client. Co-established first government relations functions for agency and aided in the establishment of bio/medical division of company. Managed, planned and implemented communications and marketing programs for internal high technology clients with annual budgets in the \$100-500K range.

## OTHER ACTIVITIES (Current)

1. UC Berkeley Haas School of Business; Faculty Member; responsible for teaching the Healthcare Venture Capital/Healthcare Innovation class series since 2008 (annual 14-week class for MBA, MPH students/Biomedical Engineering students)
2. Author/publisher, [VentureValkyrie.com](#), a healthcare and investment-focused blog with weekly original content and over 40,000 annual readers; began publishing in 2010. The VentureValkyrie blog has been highlighted on the [Forbes/Women 2.0 VC Women Who Blog List](#), on [MedCity News' list of 12 powerful female voices in healthcare innovation and social media](#), and on [Health IT News' list of the Top 10 bloggers to follow on Twitter](#).
3. Book Author, [TechTonics: Can Passionate Entrepreneurs Health Healthcare with Technology?](#) Published September 2013 by HyperInk Press
4. Podcast Host, [Tech Tonics](#), a monthly podcast focused on the people and passion behind digital health innovation; airs twice monthly on [iTunes](#)
5. Fellow of the inaugural class of the Aspen Institute's [Health Innovators Fellowship](#) and a member of the [Aspen Global Leadership Network](#). Launching new company to provide women new to the C-Suite with mentors who are C-Suite experienced.

## BOARDS & ADVISORY ROLES (Current)

1. Board Member, [Beyond Lucid Technologies](#), a for profit health IT company in Concord, CA (since 2013)
2. Board Member, [Dignity Health Foundation](#), a not-for-profit philanthropic organization (since 2013)
3. Board Member, [Heart to Heart International](#), a not-for-profit childrens' heart surgery charity (since 2014)
4. Member, Advisory Council, [Qualcomm Life](#), a mobile health company (since 2012)
5. Member, Advisory Board, [NASA Translational Research Institute](#) (since 2016)
6. Member, Advisory Board, [Janssen R&D Operations Innovation](#) (since 2016)
7. Member, Advisory Board, [California Health Care Foundation](#) Innovation Fund, a not-for-profit impact investing fund (since 2013)
8. Member, Advisory Board, [BDC Capital](#), a healthcare venture fund investing in the U.S. & Canada (since 2014)
9. Member, Advisory Board, [HealthXL](#), an international healthcare accelerator & collaboration platform company headquartered in Dublin, Ireland (since 2013)

## BOARDS & ADVISORY ROLES (Past)

1. Board Member, [Pokitdok, Inc.](#), a digital health company in San Mateo, CA
2. Board Member, [AngioScore, Inc.](#), a cardiology device company (Chairman for 8 years)
3. Board Member, [InSound Medical](#), a hearing aid company
4. Board Member, Miraculins (TSX VENTURE: MOM), a non-invasive diagnostics company
5. Board Member, Veralight, a non-invasive diabetes diagnostics company (Chairman for 6 years)
6. Board Member, [OmniGuide](#), a surgical medical device company
7. Board Member, [Patient Safe Solutions](#), a mobile health hospital IT company
8. Board Observer, Definity Health, a high deductible insurance company
9. Board Observer, Health Hero Network, a remote monitoring company
10. Board Member, [Humetrix](#), a health IT company
11. Board Member, [UC Berkeley Institute for Governmental Studies](#) (2008-2014 served as Vice Chair)
12. Corporate Advisor, [Accelebrate, Inc.](#), an innovation-focused consulting firm (2013-2015)
13. Member, Advisory Council, [Sanofi](#) Integrated Care Group (2014-2015)

## HONORS

- 2016: Named to [Analytica's List of Top 100 Digital Health Influencers and Brands](#);
- 2015: Featured as [Tech Superwoman by Forbes](#); Named to [Analytica's List of Top 100 Digital Health Influencers and Brands](#);
- 2014: Named as one of the [Top 50 People in Digital Health](#) by Rock Health, Goldman Sachs, & Silicon Valley Bank
- 2013: Named to the [Healthcare IT News HIT Top 100 List](#)
- 2011: Recipient of the [Director of the Year Award](#) (Companies in Transition) from the Corporate Director's Forum
- 2011: Awarded the [U.C. Berkeley Institute for Governmental Studies](#) Outstanding Alumni Award.

## EDUCATION

- M.A., Political Science, University of California, Berkeley
- B.A., Mass Communications, University of California, Berkeley—Summa cum laude
- B.A., Political Science, University of California, Berkeley—Summa cum Laude