

Brian Peddie, Ph.D. Curriculum Vitae

352.682.9645 (m) Brian@peddiefamily.com (personal) | <http://www.linkedin.com/in/brpeddie>

Professional Summary

Fractional COO and healthcare executive with 20+ years of experience scaling growth-stage HealthTech and digital health ventures. Expert in capital-efficient operations, strategic commercialization, fundraising, and navigating complex payer and federal contracting environments. Proven track record of building high-performing teams, driving operational excellence, and guiding startups from early traction to key milestones. Skilled in aligning founders, investors, and senior leadership to deliver sustainable growth, market expansion, and measurable clinical impact.

Core Competencies Healthcare Sector

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|----------------------------|---------------------------------|---------------------------|
| ▪ Strategic Planning | ▪ Revenue Growth | ▪ Risk Identification |
| ▪ New Business Development | ▪ Market Research & Positioning | ▪ Recruiting and Staffing |
| ▪ Leadership | ▪ Operations Management | ▪ Research |
| ▪ Fundraising | ▪ Start-Up Formation | ▪ Modeling |
| ▪ Process Improvement | ▪ Turnarounds | ▪ Due Diligence |
| ▪ Change Management | ▪ Contracting | ▪ Commercialization |
| | | ▪ Payer Relations |

Qualifications

- ❖ **Strategic Development** – Expert in advising clients on growth strategies, capital raising, complex financial transactions, and organizational transformation. Enabled life sciences and healthcare companies to simplify complexity, optimize systems, and achieve faster outcomes with increased accountability.
- ❖ **Team Leadership** – Proven ability to lead multiple business units, maximize productivity, and implement successful initiatives. Effective in guiding team managers and fostering a culture of growth, success, and collaboration.
- ❖ **Research Expertise** – Specialized in the commercialization of biotechnologies, translating academic insights into practical applications. Experienced in advancing market readiness and guiding organizations through the complexities of bringing new technologies to market.
- ❖ **Applied Innovation** – Transitioned research into the private sector, driving innovation and commercialization in biotechnology and healthcare. Expertise in accelerating product development, optimizing market entry, and creating competitive advantages.
- ❖ **Industry Collaboration** – Strong track record in collaborating with industry partners and regulatory bodies to advance research and commercial projects. Skilled in communicating complex scientific concepts, securing funding, and fostering partnerships.

CAREER SYNOPSIS & KEY ACHIEVEMENTS

Access Pediatric, Gainesville, FL
Founder, Chief Executive Officer

2023 – February 2025

Performed initial market research and due diligence. Secured funding and resources for the initial soft launch offering in pediatric pulmonology and neurology on October 1, 2023. Created a strategic plan and hired the necessary operational resources. Managed budget and strategic direction, including mission, vision, long-range organizational goals, objectives,

plans, and policies. Recruited Advisory Board members, senior management, and key stakeholders. Identified components of the technology ecosystem and secured permits, insurance, and authorization.

- **Strategic Leadership:** As the CEO and Founder of Access Pediatric, I lead the organization in developing and executing strategic plans to drive growth and innovation in pediatric healthcare solutions. I collaborate with the Board of Directors and senior management to establish long-term goals and objectives.
- **Operational Management:** Oversee the day-to-day operations, ensuring that all processes align with the company's mission and objectives. Implement systems and structures to enhance operational efficiency and effectiveness.
- **Innovation and Development:** Spearhead initiatives to introduce innovative pediatric healthcare products and services. Analyze market trends and emerging technologies to identify opportunities for business expansion and improvement.
- **Team Building and Leadership:** Build and lead a diverse team of professionals, fostering a culture of collaboration and excellence. Implement talent development programs to enhance employee skills and engagement.
- **Stakeholder Engagement:** Develop and maintain strong relationships with key stakeholders, including healthcare providers, investors, and regulatory bodies. Advocate for the company's interests and ensure alignment with industry standards and regulations.
- **Financial Oversight:** Manage financial planning and analysis to ensure the company's financial health. Oversee budgeting, forecasting, and resource allocation to support strategic initiatives.

Achievement Snapshot: *Designed and implemented a minimum viable model for pediatric pulmonology care delivery. Successfully demonstrated the viability of integrating electronic health records, supply chain management, and electronic health records systems.*

MedLogi DBA GovLogi, Jupiter, FL
Founder, Chief Operating Officer

2015 – 2022

Responsible for day-to-day operations of a micro-market private equity company specialized in medical device distribution to Federal and State markets. Establish current and long-range organizational goals, objectives, plans, and policies with the Board of Directors, senior management, and key stakeholders. Provide consulting and mentoring for life science companies specializing in early-stage strategy formulation and business development. Monitor emerging trends in life sciences demographic shifts, mounting cost pressures, advancing digitization, emerging scientific breakthroughs, and powerful new competitors.

- Support new entrants with contracting, distribution strategies, business development, revenue generation, supply chain, and logistics.
- Provide clarity to challenging situations, models, and issues, furthermore, create structured actions and recommendations.
- Direct projects including benchmarking, government contracting, and early-stage marketing strategies. Ensured that all projects were delivered on time, within scope and budget.
- Set up and manage people development processes and projects globally.
- Drive and implement programs around employee engagement, talent retention and rewards.
- Build strong collaborative relationships with people from a variety of backgrounds and disciplines.
- Act as a change agent to identify/design/implement key processes improvements to facilitate program success. Implement metrics collection processes to measure key processes.
- Continually review existing programs to identify and implement enhancements and efficiencies to ensure consistent program improvement.
- Improve organizational effectiveness by developing processes, oversee employees, establish a highly motivated work environment, and suggest innovative approaches for improvement.
- Orchestrate subject matter experts to realize venture value on behalf of clients and investors.

- Analyze scientific, clinical, financial, and strategic information to discern the business implications of innovative technologies and emerging trends.
- Synthesize quantitative and qualitative research findings, develop robust analyses with actionable strategic recommendations for clients.
- Led the overall strategy and business plan to drive the top line as well as the bottom line.
- Manage leadership transitions, change management, capital infusions, distressed business stabilization, and alternative distribution strategies.
- Plan strategies for new entrants in the Business to Government (B2G) markets.
- Support life sciences business development efforts, including proposal development and client relationships.

Achievement Snapshot: Directed life sciences practice development activities and firm-wide development initiatives, thus creating a stand-alone healthcare technology subsidiary for Federal contracting entities with \$60m in revenue.

Summary KPI:

20+ New Federal contracting vehicles established representing +\$100m in revenue

x10 ROI Transition project for small-cap B2G medical distributor

x4 Revenue growth in non-governmental sales 2014-2016

AON, PLC, Jacksonville, FL

2015 – 2016

Assistant Vice President, Aon Risk Solutions

Managed team members to drive and close strategic/complex deals in the life sciences segment. Created new penetration in early-stage life science companies and established branding within new markets. Conducted captive feasibility studies and proposed owner-controlled insurance programs.

- Developed new sales channels and advised team members regarding a wide range of risk assessment and mitigation efforts.
- Provided life sciences companies with end-to-end risk solutions, supporting organizations from the initial discovery phase to the final product launch.
- Steered a multi-sector business development role focused on risk mitigation, consulting, benchmarking, and alternative risk strategies.
- Built market relationships and industry presence to secure the broadest, most cost-effective risk management program.
- Developed risk governance and controls to efficiently achieve revenue targets.
- Worked actively on business expansion and new project development and executed operational strategic business plans.
- Built a strong foundation of systems and processes for organizational efficiency.
- Advised senior leadership regarding a wide range of risk assessment and mitigation efforts.
- Directed life-science service team that proactively assessed risk profile in a high-growth environment.

Achievement Snapshot: Developed strategic plans to add 73 new commercial accounts representing \$37 million in premiums. Used key benchmarking and actuarial analytics to support decision-making for program structures such as limits, retentions, and pricing.

Peddie Holdings, Inc., Gainesville, FL

2012 – 2017

Founder, President

Managed the overall operations of the company as well as developed and implemented strategies that meet the needs of the customers, stakeholders, and employees. Created a conduit for new business due diligence and capitalization in the technology and healthcare sectors.

- Obtained funding for investments in technology (Openspan and Invistics), biotechnology (Peddie Risk Management, NeuroAutonomic Testing Services, MedLogi, and Academy Medical).
- Conducted feasibility studies, reviewed business plans, performed financial projections, and assessed skill sets and human capital required to build businesses.
- Identified opportunities to utilize an innovative statistical methodology to streamline the clinical development process and facilitate optimal decision-making.
- Consulted with principal investigators and laboratory personnel on inspection findings and provided appropriate recommendations based on regulatory compliance and best practice guidance.

Achievement Snapshot: Secured three successful exits in a portfolio with an average of 2x investment. Drove curiosity, scientific rigor, sales, operations, and excellent problem-solving skills across a fast-paced and performance-driven environment.

Academy Medical, Gainesville, FL

2007 – 2012

Founder, Partner & COO

Built infrastructure for a governmental subsidiary with a multi-year rollout strategy. Ensured that the Federal procurement community could operate in a fast and effective way. Supported the management team in assessing investment alternatives and their implications on business plans.

- Developed and implemented strategic initiatives, integrating businesses, building cohesive organization, and driving results in key orthopedic markets.
- Planned and implemented a 5-year strategy, restructured the transitioned distributorship from a “commission only” to a national “stock and bill” model.
- Achieved a national Federal supply contract for the Department of Veteran Affairs and the Department of Defense for biologics.
- Created a 5-year strategic plan to grow business five-fold by 2017. Set challenging and realistic goals for growth, performance, and profitability.
- Developed actionable business strategies and plans to improve sales, market share, and pricing by working with OEMs. Introduced private label medical biologics and bracing product lines.
- Mentored, trained, and guided team members increased hospital penetration from 4 to 50 and grew staff from 4 to 22.
- Launched a subsidiary and secured a national Federal supply contract for the Department of Veterans Affairs and Defense.
- Built an online document management and training curriculum to train sales teams on a complex and extensive product line. Achieved 100% adoption rate and positive feedback from all sales associates.

Achievement Snapshot: Provided support to transform the business from a commission-only entity to a national stock and bill distributorship model. Contributed to propel revenues and elevated company brand and positioning in the marketplace.

ADDITIONAL EXPERIENCES

Ph.D. Researcher ▪ University of Florida, Gainesville, FL ▪ 2002 – 2007

Consultant ▪ Accenture, Miami, FL ▪ 1998 to 2001

PROJECTS, PUBLICATIONS & PRESENTATIONS

Cryptocurrency for Healthcare Consumers: Revenue Value Units as Digital Currency

Feb 2023 - Present

Built a team of experts to evaluate the viability of using cryptocurrencies to represent Medicare's Relative Value Units (RVUs) and potentially simplify the healthcare payment process. By assigning each Medicare RVU a unique crypto token, the payment

process could be streamlined by eliminating intermediaries and reducing transaction costs. The project seeks to assess the efficiencies created by this new system and determine its feasibility.

Development of contracting and procurement training materials for Small Businesses

Nov 2021 - December 2021

Created training materials to educate stakeholders about Public Private Partnerships (P3) at the state and local level, with a focus on treating P3s like any other business start-up and applying academic logic used in business schools. The training aimed to help those who knew very little about the process of "selling" to the government, recruiting private sector involvement, capturing Federal dollars for local use, and providing goods and services to the public sector. The training was provided pro-bono to SCORE clients in the Southeast.

Contracting Challenges and Solutions in Healthcare

Jun 2021 - Aug 2021

Analyzed data to identify challenging areas for contracting officers in healthcare-specific NAICS codes. We evaluated procurement data from 2019-2020 for the Department of Veterans Affairs and found instances where solicitations received one or fewer bids. We grouped the solicitations by NAICS codes and identified certain codes with challenges obtaining more than 2 bids. Of particular concern were solicitations for Administration of Public Health Programs, Freestanding Ambulatory Surgical and Emergency Centers, Medical Laboratories, and Psychiatric and Substance Abuse Hospitals where 80% of the solicitations had only one response. Recommendations to small businesses were made to respond to the solicitation in the challenging sectors along with outreach to educate contracting stakeholders on private sector limitations.

Implementing Emergency Based Telemedicine in Prisons

Mar 2021 - April 2021

Developed a strategy for the second largest physician-owned Emergency Medicine practice in the US to offer additional services in the Federal sector. We proposed to implement emergency-based telemedicine in Prisons to improve access to emergency healthcare for incarcerated individuals. This solution allowed prisoners to receive timely medical consultations, reduce unnecessary transportation costs, and increase the efficiency of medical services. At present, the beta location identified had yet to implement the services, but the appropriate contracting vehicles were established.

Feasibility Assessment of Servicing a Larval Therapeutics Company's U.S. Accounts from the U.K

Mar 2019 - Sep 2019

The preliminary finding suggested that expanding the client's service area would increase efficiency by utilizing existing infrastructures without creating redundant systems in the U.S. East Coast. Importing fly larvae from the U.K. was a promising possibility, but the supply-chain risks introduced, by dealing with a myriad of government agencies, along with costs were too high. Patients and physicians rely on medical device suppliers to have their goods available at the time of the procedure including larval therapeutics. Thus, the feasibility of building a U.S. distribution model around the importation of fly larvae for chronic wound treatment was not advisable.

Alternative Risk Transfer for Healthcare Providers

Sep 2012 - Mar 2013

The project aimed to assess the viability of establishing a local physician-owned Risk Retention Group (RRG). The four-month proof of concept involved structured interviews with eight decision makers to determine the need, feasibility, and financial sense of the venture. The results suggested openness to exploring alternative risk mitigation strategies and pooling risk across multiple practices. Financial estimates indicated that a minimum of \$1m-\$1.75m in premiums would be required to break even, with a potential ROI of 10%-15%. However, concerns surrounding legislative changes overshadowed the perceived value of creating an alternative risk transfer entity, and the project was put on hold. The results demonstrate the validity of the concept, and the venture should be revisited in five years.

"The Economic---Cognitive Model of the Public's Reaction to Controversial Technologies." Biotechnology Session - World Aquaculture Society Orlando, 2008

"Grounded Theory: A Model for Commercialization of Controversial Technologies" University of Florida Electronic Dissertations, 2007

"The Current Status of Aquatic Transgenic Biotechnologies Globally." Session Chair Biotechnology Capitalization - World Aquaculture Society Bali, Indonesia, 2005

EDUCATION, CREDENTIALS, AND ADDITIONAL SKILLS

VOLUNTEERING

SCORE: Treasurer

Apr 2023 – Jan 2024

Ensured compliance with federal guidelines. Developed budgets, recorded expenses, and created financial policies and procedures in alignment with local, state, and federal regulations, as well as SCORE National's Standard Operating Procedures. Prepared financial reports for monthly meetings and annual strategic planning sessions.

SCORE: Chapter Chair

Jan 2022 - Apr 2023

Revived the North Central Florida Score Chapter through grass-roots community-based efforts to assist other business owners in overcoming their challenges and professional skills. Developed a six-month turnaround plan to ensure the survival of the local Score Chapter in 2021, which consisted of two parts: (1) demonstrating the community's desire to retain the Chapter, and (2) ensuring that minimum operations were carried out. Volunteer leaders from the business community were recruited, and a transition committee and skeleton volunteer staff were implemented. Provided region with a 10-week entrepreneurship training program, which had 200 participants, and was fully underwritten and funded by a Grant from the Tech-Quest Apprentice Program. A network of volunteers was mentored, recruited, onboarded, and retained to provide services to the small business community in North Central Florida. The development of a 2023 strategy was spearheaded to improve community engagement, provide heightened services to the local small business community, and actively facilitate banking relationships to enable more SBA-backed loans.

+ Secured funding and implemented turnaround strategy, Executive Committee, and Strategic Planning Process

+ x3 Volunteer Growth

+ 300% Increase in Total Service Events

+ x10 Service Area Expansion (Orlando - Pensacola) into Chapter

Cade Prize for Innovation Founding Member & Advisor

Sep 2013 - Jun 2020

Cade Museum for Creativity + Invention Cade Museum for Creativity + Invention Science and Technology

Played a key role in promoting and supporting innovation in various fields and was a founding Member of the Cade Museum. I helped develop evaluation metrics for the Cade Prize for Innovation, ensuring that participating businesses were evaluated fairly and effectively. Additionally, I developed outreach strategies to encourage innovative businesses to apply and participate in the process. By providing clear metrics and outreach strategies, I fostered a culture of innovation and supported new ideas in Florida and beyond.

CERTIFICATIONS, AFFILIATIONS, & INDUSTRIES

Certifications: Predictive Index: Talent Optimization Certification. Florida General Lines Agent, 0220 Florida Department of Financial Services License W138894 ▪ Managing General Agent - Reinsurance Intermediary, 0055 (previous) ▪ Florida Reinsurance Intermediary 0055 Florida Surplus Lines Agent – 120 Single Engine Land Private Pilot, Instrument, High Performance & Tailwheel ▪ ICC Inland Waterways & CEVNI - Royal Yachting Association (RYA), Lecturer University of Florida "HR Management", Spring & Summer 2005

Affiliations: ARPHA-H Catalyst Member July 2024-present ▪ Gainesville Area Innovators Network – Affiliate, 2013 – 2018 ▪ Harvard Club – Member, 2011 – Present Cade Museum for Creativity + Invention - Cade Prize Advisor, 2009 – 2024 ▪ Cirrus Owners and Pilots Association Member, 2018 – 2023 ▪ Harvard Bridge Alliance – Founder, 2002 – 2006 ▪ Atlanta Technology Angels, 2004 – 2008 ▪ Bioflorida, 2014 – 2016

Health & Life Sciences Spaces: Medical Device, Biologics: Knee, Hip, Spine, Shoulder, Small Bones, Sports Medicine, Compounding, Cardiac, Wound Care, Infection Control, Stem Cell Therapy, Regenerative Medicine, Medical Surgical Contracting, Biotechnology Commercialization, Molecular Genetics

Sample Clients: Ortho Development ▪ Zimmer-Biomet ▪ Cardinal Health ▪ Owens and Minor ▪ Biomonde ▪ Exactech ▪ Telescope Health ▪ Academy Medical ▪ RTI Surgical ▪ Metric Medical ▪ Applied UV ▪ Care Syntax