

SHAUN C. A. ROMERO

P&L Leadership | Operational Design & Automation | Enterprise Growth Strategy

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EXECUTIVE SUMMARY

Executive leader with cross-sector experience spanning healthcare services, B2B health technology, and real estate asset management. Leads strategy, operating performance, and P&L across growth-stage and established organizations, with a track record of scaling revenue, building commercial infrastructure, and expanding multi-state operations. Built the commercial organization and four-product portfolio of a B2B health technology firm, helped lead a primary care practice into Arizona's top 10% while sustaining ~25% annual revenue growth, and scaled a real estate portfolio by roughly 670% in units under management. Brings strength in value-based care strategy, market expansion, payer alignment, contract negotiation, cost governance, and leadership development. Trusted to align boards, executives, and cross-functional teams around growth priorities and execution.

CORE COMPETENCIES

Operational Strategy, P&L Ownership, Financial Stewardship, Corporate Strategy, Growth Initiatives, Process Improvement, Workflow Automation, Regulatory Compliance, Quality Assurance, Market Expansion, Go-to-Market Strategy, Stakeholder Relations, Change Management

EXPERIENCE

Operations Manager

Phoenix, AZ

Environmental Professionals of Arizona

05/2026 - Present

- Direct day-to-day membership operations for the association, including member onboarding, renewals, records administration, and retention processes.
- Serve as operational liaison to the Board of Directors, translating board priorities into executable administrative processes and reporting on membership operations.
- Develop and standardize workflows that improve operational efficiency, data integrity, and the member experience.
- Improve and manage website, membership platform and registrations systems to improve membership experience.

Co-CEO

Phoenix, AZ

MedWest LLC

07/2023 - Present

- Lead enterprise strategy, operating model development, and P&L evaluation, with accountability for profitability, cost structure, and long-range planning.
- Drive market expansion across brand positioning, go-to-market execution, product portfolio strategy, pricing, and payer/ACO market access.
- Built HCO and MCO alignment tools that operationalize value-based care initiatives and strengthen program performance for client organizations.
- Developed automated value-based care workflows that reduce administrative burden and accelerate performance against quality and risk-adjustment benchmarks.
- Oversee workforce planning, hiring and separation authority, performance management, and executive-level leadership development.
- Improve client profitability through workflow evaluation, cost controls, and administrative automation structured as long-term growth partnerships.

President & COO

Phoenix, AZ

ClearPath Family Healthcare LTD.

06/2016 - 06/2024

- Led corporate strategy, service-line growth, and financial performance with full P&L ownership, financial analysis, and revenue cycle oversight.
- Led organizational design, hiring and separation authority, and development of clinical and administrative teams to support growth and operating performance.
- Led insurance contract negotiations and payer relationships across commercial and government lines of business.
- Sustained ~25% year-over-year revenue growth across an eight-year tenure.
- Implemented integrated behavioral health through the Collaborative Care Model at Level 6, improving performance and patient visit quality.
- Partnered to launch an in-house pharmacy kiosk that increased medication adherence and prescription capture across payer plans and patient populations.

EXPERIENCE

Regional Manager

Scottsdale AZ

Northpoint Asset Management LLC.

06/2012 - 08/2016

- Managed regional portfolio operations, leasing strategy, and occupancy performance with accountability to clients, owners, and stakeholders.
- Owned client, owner, and investor relations, including contract and lease negotiation, property valuation, and performance reporting.
- Led cross-market team leadership — hiring, training, and development of staff across four states.
- Scaled the regional portfolio beyond 1,250 units — approximately 670% growth in units under management.
- Built and led a distributed operating team across four states, establishing owner and investor reporting standards that supported retention and continued expansion.

KEY INITIATIVES

Collaborative Care Model at Full Integration

2017 - 2025

ClearPath Family Healthcare

Led one of Arizona's earliest primary care implementations of CoCM at Level 6, embedding behavioral health directly into clinical workflows and billing.

- Converted a referral cost center into a revenue and quality engine, contributing to an 82% increase in provider revenue and a lift in quality performance from 60% to 93%.

Multi-State Operating Model Build

2015 - 2016

NorthPoint Asset Management

Built a repeatable four-state operating model standardizing property operations, leasing, and field team development.

- Scaled the portfolio beyond 1,250 units — roughly 670% growth — while holding overhead growth below the pace of expansion.

COMMUNITY & PROFESSIONAL LEADERSHIP

Sponsorship Manager

Cactus Horizon Little League (CHLL)

02/2024 - Present

Lead sponsorship and fundraising strategy; built a 40+ account corporate sponsorship pipeline supporting league operations.

EDUCATION

Bachelor of Arts in Philosophy

Tucson, AZ

University of Arizona

01/2000 - 01/2006

NEWS + MEDIA

The Big Idea

04/2025

The Hertel Report

Shaun and Richard Romero

shaunromero.me

Co-authored feature (with Rick Romero) on Arizona's strained primary care system and how MedWest Connect streamlines workflows and surfaces actionable data to reduce administrative burden and strengthen value-based care performance.

ACO Participation Webinar

06/2025

SmartLink Health

SmartLink Health

shaunromero.me

Featured executive panelist offering a candid clinic-side view of ACO participation — what providers gain, what they don't say out loud, and what determines whether they stay.

The Exam Room

08/2025

VB Care Network Podcast Series

VB Care Network ACO

<https://vbcarenetwork.com/podcast/>

Three-part series with Dr. Rhiannon Winsor: *Caring Beyond the Chassis*, *Breaking Barriers*, and *Data, Dashboards & Forecasting* — exploring how standardized workflows, integrated data, and predictive analytics remove friction in value-based care models.