



## Krista M.C. Conley

CEO at Structure & Scale

Washington D.C. Metro Area

Message



### Structure & Scale

Middlebury College

See contact info

332 connections

Experienced Entrepreneur & Senior Executive with broad professional success in Start-Ups, Sales, Restructuring, and Innovation. Working with established & growth organizations, I partner with clients to find the gaps and bring best practice in sales, systems, and strategic partners.

## Experience

### CEO

Structure & Scale

Mar 2018 – Present • 4 mos

Washington D.C. Metro Area

Structure & Scale is a strategic consulting practice accelerating digital health and health care start-ups to scale, through innovation, sales/systems and strategic partnerships.



### Chief Operating Officer

Patient-Centered Primary Care Collaborative

Feb 2017 – Feb 2018 • 1 yr 1 mo

Washington D.C. Metro Area

Served as operations leader for unique, multi-stakeholder collaborative committed to advanced primary care. Returned organization to profitability in less than 10 months, with projected 40% increase in revenue for 2018.



### Senior Director, Health Plan Sales

Omada Health

Feb 2016 – Feb 2017 • 1 yr 1 mo

Washington D.C. Metro Area

Developed strategic relationships with health payer leadership and care delivery teams to adopt Omada, a digital health platform for persons with prediabetes. Focused on evidence, population health and employer needs.



### Advisory Board Member

Smith Family Business Initiative at Cornell University

2014 – Jul 2016 • 2 yrs

Ithaca, New York Area

The Smith Family Business Initiative serves as a global leader in the research, networking and dynamics of global family business. Founded with a \$10 million gift, this first Advisory Board



 worked to build vision for family business, which represent 80% of the world's privately head companies.

 **CEO**

**Clarion Consulting**  
Jan 2014 – Jan 2016 • 2 yrs 1 mo  
Middlebury, Vermont

Clarion, a growth-focused consulting firm, engaged companies & institutions seeking to boost sales, streamline operations and maximize talent. Projects included commercialization and successful grant award (\$800K) for university research (medical) spin-out & meaningful capital raise for mobile app company, one of Apple's preferred vendors;

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### Education

 **Middlebury College**

B.A., History and Mandarin Chinese  
1982 – 1986

Activities and Societies: Extended semester study and travel in Taiwan and PRC - 1985.

Recipient of the Osher Prize, for best senior thesis in History, 1986.

Recipient of Middlebury College Alumni Achievement Award, 1998.

### Skills & Endorsements

**Entrepreneurship** · 20

 Endorsed by Jonathan Moore and 1 other who is highly skilled at this

Endorsed by 2 of Krista M.C.'s colleagues at Green Mountain Logic

**Strategy** · 19

Johnny Li and 18 connections have given endorsements for this skill

**Start-ups** · 15

 Endorsed by Jonathan Moore, who is highly skilled at this

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