



Linda Finkel CEO, AVIA

Digital healthcare executive with extensive transformation, growth and P & L experience

***25 years as COO, President, and CEO in private-equity backed and public companies**

***Responsible for P&Ls up to \$300M; managed teams up to 3,000**

Sector experience in health tech, healthcare, IT, business services, outsourcing

***Broad and deep experience in digital transformation & innovation**

***Multi-sector track record of growth in revenue, EBITDA and valuation in services, tech-enabled services and SaaS businesses**

***Board experience on private-equity, public and non-profit boards**

Linda Finkel is CEO of AVIA, the nation's leading digital partner to more than 750 hospitals and healthcare organizations, offering market intelligence, advisory support, performance analytics, AI-enablement and a marketplace. A deeply experienced business leader, Linda has more than 25 years starting, growing, and running successful companies, both public and private equity backed.

As a healthcare innovator, she has partnered with more than 60 health systems nationally to digitally transform including the people, process, technology and change management to drive growth, access, efficiency, quality, and value. She also brings the pattern recognition borne of her work with hundreds of PE-backed digital health companies through AVIA's industry-leading Marketplace which reaches 60% of US hospitals.

Prior to joining AVIA, she most recently served as Chief Operating Officer of Accretive Health's (now NASDAQ: RCM) population health business with teams in the US and India.

Linda held several executive leadership roles prior to entering healthcare in 2010. These include Co-Head and Chief Operating Officer of Bowne Business Solutions - a division of Bowne & Co (NYSE:BNE) - where she led the business to market leadership with revenue of \$300 million and 3,000 employees in the US, UK, Hong Kong, and Singapore. She also served as President of Donnelley Business Services - the leading business services provider to top-tier financial institutions and professional service firms - which she grew from \$30 million to \$90 million in less than four years. Responsible for 85% of the revenue, Linda also served as a founding leader of Donnelley Enterprise Solutions and helped take the company public (NASDAQ:DESI).

Linda led the nationally-recognized Medicaid Transformation Project with Andy Slavitt, Administrator, Centers for Medicare and Medicaid. She serves on the Digital Health Hub Foundation Board and the Advisory Board of Cedar, the leading patient financial experience platform. She has also served on The Breakthrough Board of UChicago Medicine and the Foundation for Sarcoidosis Research, as a Trustee of Chicago City Day School, and has been an active member of The Chicago Network, The Economic Club of Chicago, and Impact Chicago.

Named by Women We Admire as one of The Top 50 Women Leaders in Healthcare, Linda is a frequent speaker and published author on healthcare transformation.

Linda holds an MBA from Harvard Business School and a BA from Stanford University.

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